

WORKSHEET 12.3



Profit Potential 12.3: MacroSoft CloudOne ROI

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Jan Hire, Train, Sell															
Feb Sell															
Mar Sell, Close															
Apr Sell, Implement, Invoice/SMB Serv, Close				\$1,618	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460
May Sell, Implement, Invoice/SMB Serv, Close					\$1,618	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460
Jun Sell, Implement, Invoice/MM Serv, Close						\$5,068	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460
Jul Sell, Implement, Invoice/ent on-prem, Close							\$18,900	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210
Aug Sell, Implement, Invoice/MM serv, Close								\$5,068	\$460	\$460	\$460	\$460	\$460	\$460	\$460
Sep Sell, Implement, Invoice/MM on-prem, Close									\$18,900	\$210	\$210	\$210	\$210	\$210	\$210
Oct Sell, Implement, Invoice/Ent on-prem, Close										\$18,900	\$210	\$210	\$210	\$210	\$210
Nov Sell, Implement, Invoice/MM on-prem, Close											\$1,618	\$460	\$460	\$460	\$460
Dec Sell, Implement, Invoice/MM on-prem, Close												\$18,900	\$210	\$210	\$210
Jan Sell, Implement, Invoice/SMB Serv, Close													\$1,618	\$460	\$460
Monthly Gross Margin \$				\$1,618	\$2,078	\$5,988	\$20,280	\$6,658	\$20,950	\$21,160	\$4,088	\$21,830	\$4,758	\$3,600	\$3,600
Monthly Investment Costs \$	\$10,008	\$12,208	\$5,208	\$5,208	\$5,208	\$5,208	\$12,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208
*1/2 Sales Rep Dedicated	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208
*Education Opportunity Cost	\$4,800														
MDF Match		\$7,000					\$7,000								
	\$10,008	\$12,208	\$5,208	\$5,208	\$5,208	\$5,208	\$12,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208
Cum Gross Margin \$	\$0	\$0	\$0	\$1,618	\$3,696	\$9,684	\$29,964	\$36,622	\$57,572	\$78,732	\$82,820	\$104,650	\$109,408	\$113,008	\$116,608
Cum Investment Cost \$	\$10,008	\$22,216	\$27,424	\$32,632	\$37,840	\$43,048	\$55,256	\$60,464	\$65,672	\$70,880	\$76,088	\$81,296	\$86,504	\$91,712	\$96,920