



# Figuring Your Numbers

Potential Sales Impact and Your Return on Investment:



# of callers who are put on hold each day:		<input type="text"/>
# of business days per month (22 for M-F):	x	<input type="text" value="22"/>
# of callers put on hold per month:	=	<input type="text"/>
Average hold time: <i>(industry average is 45 seconds, or 75% of a minute)</i>	x	<input type="text" value=".75"/>
Total monthly hold time in minutes:	=	<input type="text"/>
	x	<input type="text" value="2"/>
Equivalent # of 30-sec. commercial slots / month: <i>This is an asset that you own!</i>	=	<input type="text"/>

## What is the potential value of capitalizing on this existing asset that you already own?

# of callers who are put on hold each month <i>(from above):</i>		<input type="text"/>
% of exposures resulting in new sales: <i>(note: industry average is 16 - 20%)*</i>	x	<input type="text" value=".16"/>
Anticipated new sales per month:	=	<input type="text"/>
\$ value of average sale per location:	x	<input type="text"/>
Number of locations:	x	<input type="text"/>
Potential increased monthly sales:	=	<input type="text"/>
	x	<input type="text" value="12"/>
Annual sales potential you can easily capture:	=	<input type="text"/>

\* Source: Data from study by Rapp-Collins (of Maximarketing) cited by Premier Technologies.

Try our Online Automated ROI Calculator, available here - [https://main.onholdwizard.com/MyNumbers\\_.cfm](https://main.onholdwizard.com/MyNumbers_.cfm)

### Other Key Benefits of On-Hold Messaging Include:

✓ **Decreased Perceived Hold Time**

✓ **Fewer Abandoned Calls**

✓ **Enhanced Company Image**

✓ **Promote Sales, Events & New Items**

✓ **Educate & Inform Your Customers**

✓ **Cross-Sell & Up-Sell Products**