

## Annex 3 - ROI QUESTIONNAIRE TRADE AND SERVICES SECTOR

When you want to calculate the ROI for entrepreneurs from SMEs in the trade and service sector, you can start by searching together for answers to the following questions.

### 1. **What must be the result that the entrepreneur wants to come up with?**

The answer can be found in the short term business planning of the company. Every entrepreneurs has to make a planning at the beginning of every year. It is of course not sure that he has written it down, but you can expect that he has made it at least 'in his mind'.

### 2. **What factors will be influencing the continuity of the company?**

Think of concurrence, products, customer wishes, customer perception, business processes, knowledge and skills of employees,...

The answers here for you can find the answers in Performance Score Cards, Balanced Score Cards, SWOT analysis, GAP analysis by using the Servqual methodology.

### 3. **What of those factors can be solved by means of training and education?**

Determine your education and training needs and training gaps.

### 4. **What part of the needs are on the level of knowledge and insight?**

By determining the knowledge and insight needs you have determined the field of solutions that can be provided by e-learning.

### 5. **How much provides the e-learning solution to the determined business goals? (expressed in an percentage). This is the so called isolation stage.**

### 6. **What will be the probability percentage that the result will be realized?**

This is the probability stage.

### 7. **If we make a careful calculation as it is normal by the rules of good merchandise ship, with what percentage you will reduce the determined values?**

This is the so called carefulness stage.

### 8. **Now you can fill out the values in the presented scheme**

The costs of an e-learning can be calculated by using the content calculator which is included in the ROI methodology for e-Learning (working version).

When you have filled in all values in the scheme you can calculate the ROI for different actors.