



WINGMAN ROI CALCULATOR:

EXISTING MARKETING SUPPLIER EVALUATION

SECTION ONE: INDUSTRY STATS		COMMENTS:
High churn rate - franchisors are exploring new marketing suppliers versus maximizing success		40% of franchisors change marketing suppliers every year based on third party research
Franchisors invest much more time evaluating and selecting new marketing suppliers than they are aware of		Based on third-party data, franchisors invest an average of 200 cumulative internal team staff hours to thoroughly evaluate suppliers start to finish
SECTION TWO: IN-HOUSE EVALUATION PROGRAM		The Numbers
Projected # of Internal Hours	0	COMMENTS: Insert your projected number of hours including all potential stakeholders
Average Hourly Rate of Employees	\$0	COMMENTS: Insert your average hourly rate - Use a projected blended rate of employees involved - all in costs versus salary only from C-suite to administrative
Total Cost to Conduct Comprehensive Marketing Supplier Evaluation	\$0	Missing critical psychographic assessments of internal and external teams, Marketing Disclosure Document evaluation process. etc.
SECTION TWO: WINGMAN PARTNERSHIP PROGRAM		The Numbers
Projected # of Internal Hours	0	COMMENTS: We typically reduce internal staff hours by 65%
Hourly Rate of Employees	\$0	Same projected blended rate of employees involved used in the previous section
Wingman Services		Includes all staff hours start to finish to lead comprehensive blueprint program to set realistic supplier KPIs, supplier assessment via our proprietary Marketing Disclosure Document program, psychographic assessments (up to 6 people), full reporting
Total Cost to Conduct Comprehensive Marketing Supplier Evaluation Using Wingman		Less expensive, better utilization of employee hours, faster decision making, more comprehensive evaluation process and more
SECTION 3: WINGMAN ROI		#DIV/0!
Less distractions for key employees		COMMENTS: Priority focus on driving company KPIs
More comprehensive evaluations		Better supplier assessment process
Better supplier relationships		Higher success rate - less churn
Better marketing results		Clear KPIs, qualified suppliers, proven business strategies

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