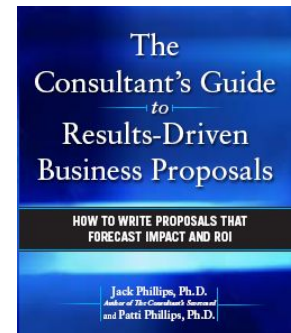


Media Contact:
Beth Phillips
P.O. Box 380637
Birmingham, AL 35242
Office: (205) 678-8101
Fax: (205) 678-8102
Email: beth@roiinstitute.net
www.roiinstitute.net

FOR IMMEDIATE RELEASE

ROI Institute Announces a New Book Release: *The Consultant's Guide to Results-Driven Business Proposals: How To Write Proposals That Forecast Impact and ROI*



Birmingham, Alabama, April 28, 2010- During the early stages of the financial meltdown and economic crisis, McGraw-Hill editors approached the ROI Institute to develop a book on ROI forecasting. The publisher's assumptions mirrored what the ROI Institute was experiencing: there is an increased need to forecast ROI for new project proposals. As we emerge from the recession, executives in organizations will require the value of various projects and programs before they are implemented.

The outcome of these discussions is a book just released by McGraw-Hill. The new book, *The Consultant's Guide to Results-Driven Business Proposals: How To Write Proposals That Forecast Impact and ROI* written by Jack J. Phillips and Patti P. Phillips (McGraw-Hill, New York, 2010) shows project managers and consultants how to create this forecast. Based on the ROI Institute's practice of helping to build capability with ROI projects, including forecasting ROI, this new book is a one-of-a-kind reference that explains how to:

- Write proposals that are effective, efficient, timely, and on target
- Set objectives for proposals at several levels including application, impact, and ROI
- Forecast up to eight types of data including impact and financial ROI

More

- Develop and present proposal to win projects
- Create a success guarantee to drive total customer satisfaction

The Consultants Guide to Results-Driven Business Proposals presents a systematic, structured method for gaining the attention of clients, earning their respect, and, ultimately, winning any project. A proposal is essential to securing a project; however, it is just as important to know the reasoning behind the request for the proposal. ROI Institute Chairman, Jack Phillips, adds, “While there have been many books written on forecasting from a macro level, no book that deals with ROI forecasting at the project level, the focus of this book. We are excited about this new addition to consultant’s and project manager’s toolkits.”

The book shows how to forecast up to eight types of data from a project:

1. **Reaction** to the project
2. The **learning** that is necessary for project success
3. **Application and implementation** needed for project success
4. **Business impact** that will be driven by the project
5. **Monetary value** that will be delivered
6. **Cost** of the project
7. **Financial ROI**
8. **Intangibles** connected to the project

This set of potential data provides a complete, comprehensive and incredible forecast from which decisions can be made to implement the project. However, before developing a detailed and informative proposal that will win over your client or executive, you must understand the process for the proposal’s approval or denial. In this book a chapter discusses the decision-making process and the influential factors driving the approval of a proposal.

According to ROI Institute CEO, Patti Phillips, “This book will transform the way projects are viewed in the future. We see clients requiring forecasts in advance and sometimes guaranteeing the success. We are eager to teach others how to use this tool and have our readers explore techniques to make this forecast credible, useful and timely.”

A unique feature of this book is a chapter on guaranteeing success, the ultimate accountability for projects. This book shows how this is accomplished in a feasible and realistic way with conditions that must be met for the success to be honored.

For additional information about this book or other books, workshops or consulting that support the new book; please contact the ROI Institute at (205) 678-8101 or info@roiinstitute.net.

About the ROI Institute

ROI Institute, Inc., founded in 1992 as a service-driven organization, assists professionals in improving programs and processes using the ROI Methodology developed by Dr. Jack J. Phillips. Jack and Patti Phillips are the leading experts on the use of return on investment (ROI) in non-traditional applications. They regularly conduct ROI workshops and provide consulting services, making the ROI Institute an industry leader in measurement and evaluation. The ROI Institute, along with more than 100 ROI consultants, applies the ROI Methodology in 20 fields, which have been implemented in 52 countries. The ROI Institute builds internal capability with a process to help individuals to achieve Certified ROI Professional (CRP), a designation respected by executives in various organizations.

###