



March 8, 2010

The Cleveland County Business and Industry Council's March webinar topic is "How to Calculate True Return on Investment" presented by Lee Roberts, CEO of Merchant Metrix Inc.

The webinar, from 8 a.m. to 9 a.m. Wednesday, March 10, 2010 will provide participants information on the best practices in evaluating and calculating return on investment, as it pertains to customer lifetime value, relational customers, transitional customers, customer acquisition costs and customer retention costs. In addition, participants will garner information on determining a break-even point as well as the associative relationship of products and cost of delivery.

Roberts has owned and operated Merchant Metrix for 14 years. During that time he has successfully increased ROI and decreased spending for several clients of his returning fantastic results and testimonials.

Roberts says, "Business owners should always be examining their return on investment to ensure they get the highest return possible. My goal is to reach out and help as many businesses as possible get the most they can out of their business." Lee Roberts

The live webinar is scheduled for Wednesday, March 10, 2010 at 8 AM central standard time. For registration information you may visit <https://www2.gotomeeting.com/register/623055418>.