

# GROW AND SELL YOUR BUSINESS



**Grow And Sell Your Business**

Growandsellyourbusiness.com



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Key Value Drivers



Key to success

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## Four Key Concepts of Value

- Profitable
- Maintainable
- Scalable
- Transferable



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## Six Value Drivers



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## Your Role in the Business

- Your influence on the business should not be too great.
- Potential buyers need to know the business can function without you.
- Grow and empower your team.



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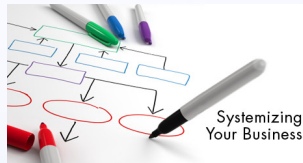
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## Systems

### **Processes to optimise workflow:**

- Production
- Sales
- HR
- Marketing
- Cust Service



**“Everything must be made as simple as possible.”**

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## People

- Well paid
- Fit for role
- Mix of key and replaceable
- Transferable

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## IT and Web

- Database - CRM
- Ranking responsive website
- Social Media
- Control over assets

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## The Right Client Mix

Having a wider spread of clients reduces risk and increases value in a business.



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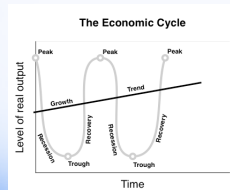
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## Brand

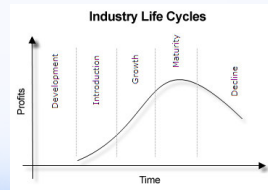
- It says who you are
- It's what your customers say about you
- Franchising
- Value beyond the profit

## Timing

- Time your sale to be at the optimum for your industry.
- A business has to adapt to different **cycles**:



Longest cycle and easiest to predict.



Predict the future.  
Retail stores go extinct.

### Calendar Cycle

Sell in the **top trading period** to receive the optimum price



### Regulatory Cycle

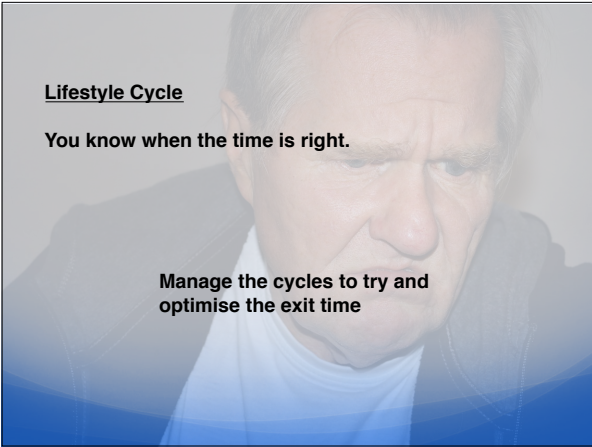
**Influence of the government** based on regulations



**Lifestyle Cycle**

**You know when the time is right.**

**Manage the cycles to try and optimise the exit time**



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Start implementing any of these initiatives and you'll find that you'll begin to boost the value of your business immediately.



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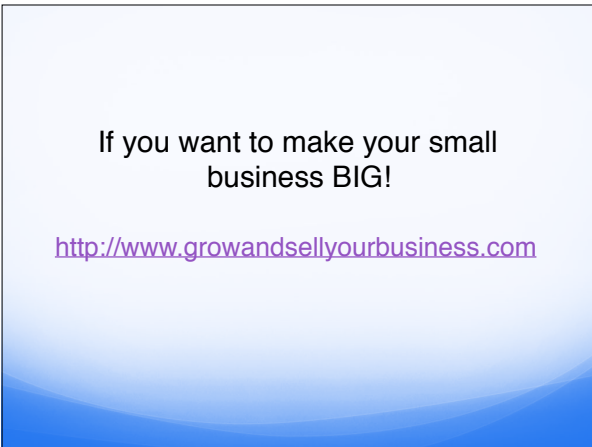
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**If you want to make your small business BIG!**

<http://www.growandsellyourbusiness.com>



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## Selling your business

- The lead up to the sale of your business is a **long process**. (24 months)
- You have to take a good look at the business from the **buyer's perspective**



The aim: Make and keep your business **TRANSFERABLE!**

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