

**Ensuring your business
is sale ready**

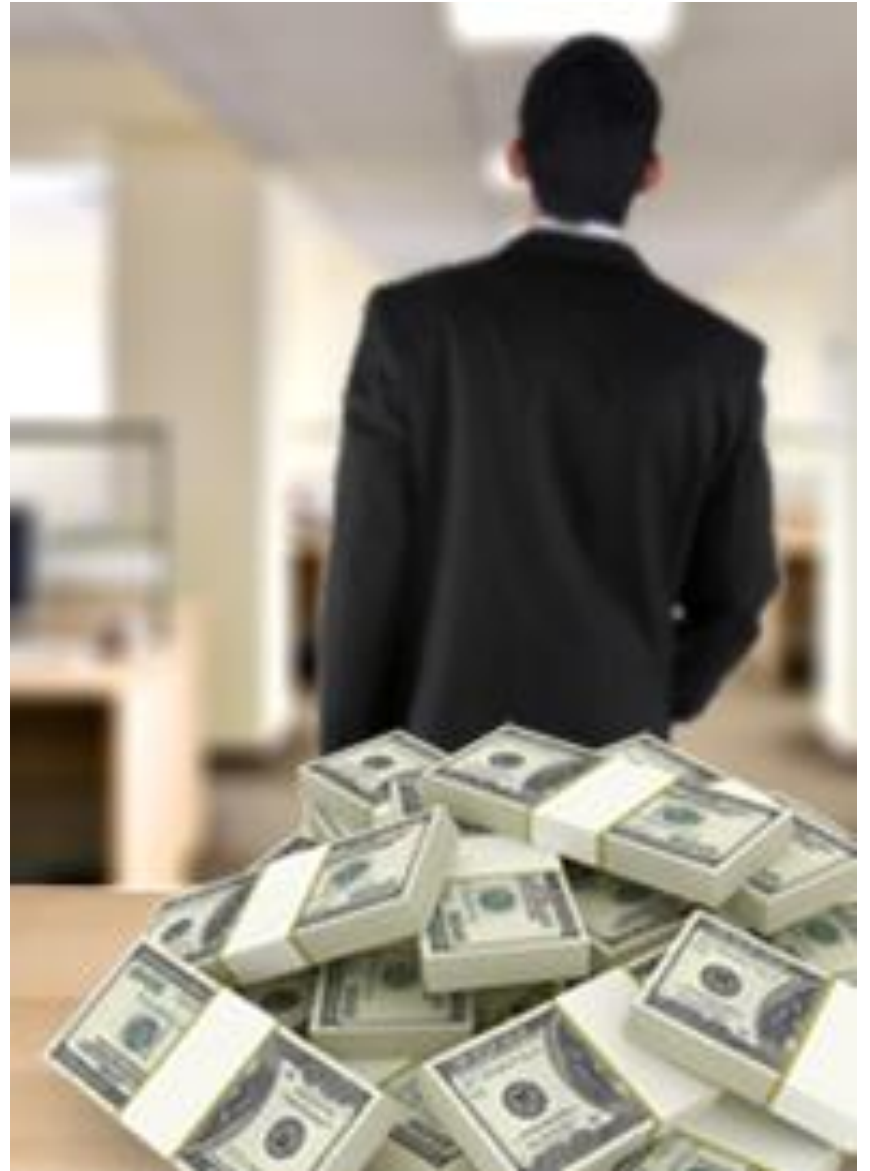
Building security

You will exit

Only 1:5 sells

Ensure your asset is ready to sell

Context



Bad statistics

50% gone within 12 months

90% gone within 60 months

Only 21% sell their business

'Baby boomers' control 70% of SMB

“Top 5” reasons for business failures

- (1) Wrong product**
- (2) Lack of right message**
- (3) Ran out of money**
- (4) Leadership breakdown**
- (5) Wrong model**

The 7 Musts

(Each is a presentation in its own right,
this is the minimum information)

No. 1: Who is our client?

You **MUST** know who your
Ideal Client is

- The person who benefits
most

Create an 'image'

Only focus on your Ideal
Client

'Customers': Buy on price

'Clients: Make an investment



No 2: What 'pain' do you solve?

Pain we no longer want, or We want something we do not currently have

Do we really understand the pain?



No. 3: Are they willing to pay?

Can they pay?

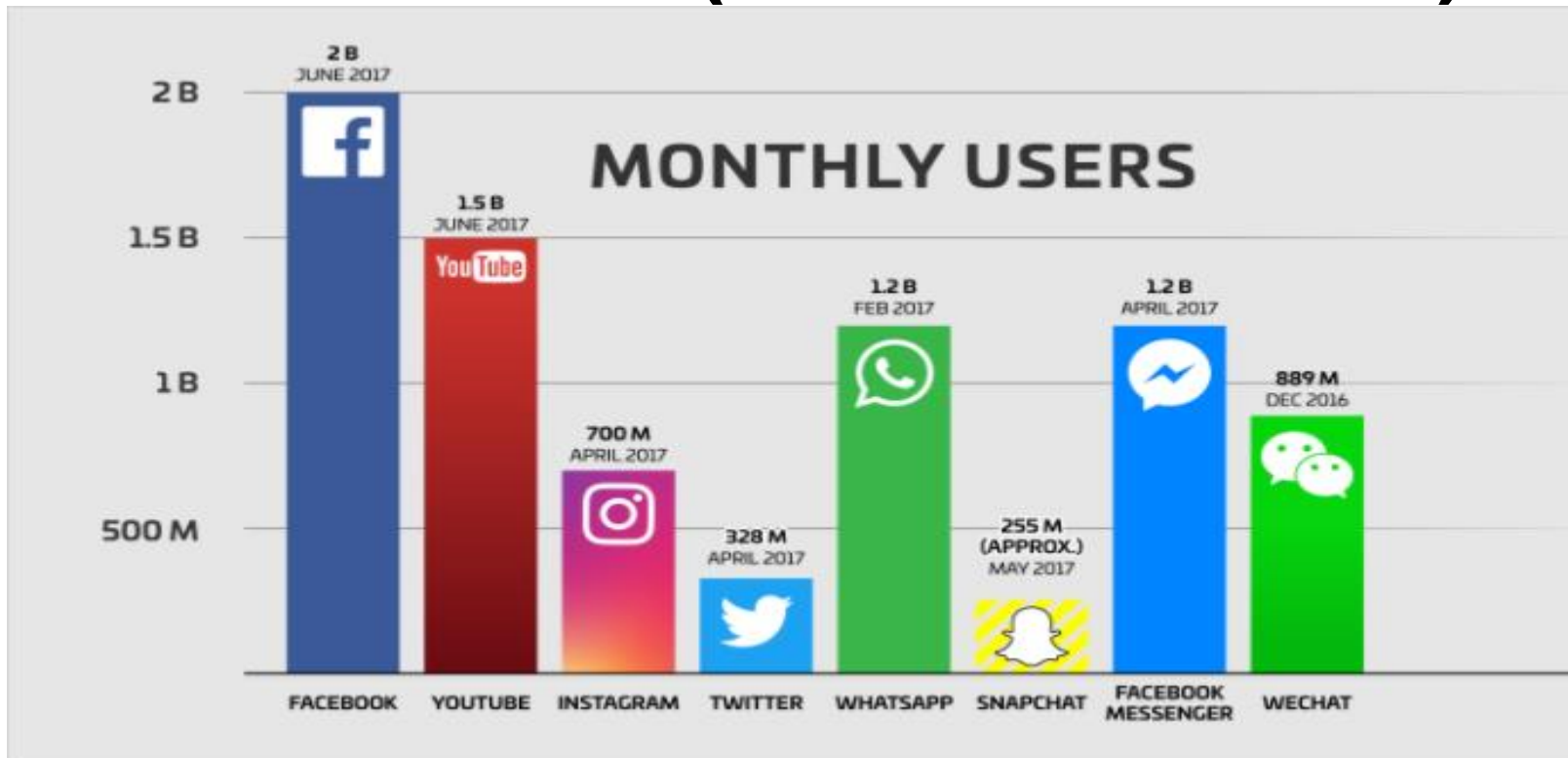
“Fish in smaller lakes” or Consider MSP
concept (Apple)



No. 4: Can you reach them?

You must be able to reach your Ideal Client, in volume

Social media (#7 on failure list)



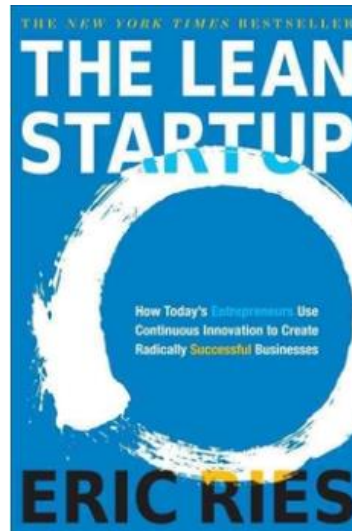
No. 5: Business case?

**Only 2 things matter:
Your first sale &
Collecting money
Leverage & refine!**



Segue: Where to get more answers?

Eric Ries: The Lean StartUp



www.leanstartupmentoring.com

No. 6: Document Everything!

RoT: 2nd time you do something

No. 1 process: Prospect => Customer

=> Client => Evangelist

Most Important Step!

(1) Business easier to manage

(2) Buyers want less risk

No. 7: Know your numbers

NEVER! depend on others

Your business: Your responsibility!

prospects : customer : client

Cost of Acquisition & Life Time Value

Cashflow situation on a daily basis

Why are businesses sold?

Business

Product

Clients

Summary

Make a sale

Collect the money

Leverage & refine

DOCUMENT the process



**Thank you
for your time and attention**

Best wishes for your success

Peter Gjersoe

petergjersoe@me.com

15 March 2017: “I have this business idea”

12 April 2017: “Sources of Investment”

7 June 2017: “Marketing Through JVs”

**Today: “Ensuring your business is sale
ready”**

Creating a successful product

From your life story => your Message

From your message => your Product

From your product => your Lifestyle