

Melo.

COUNTDOWN!

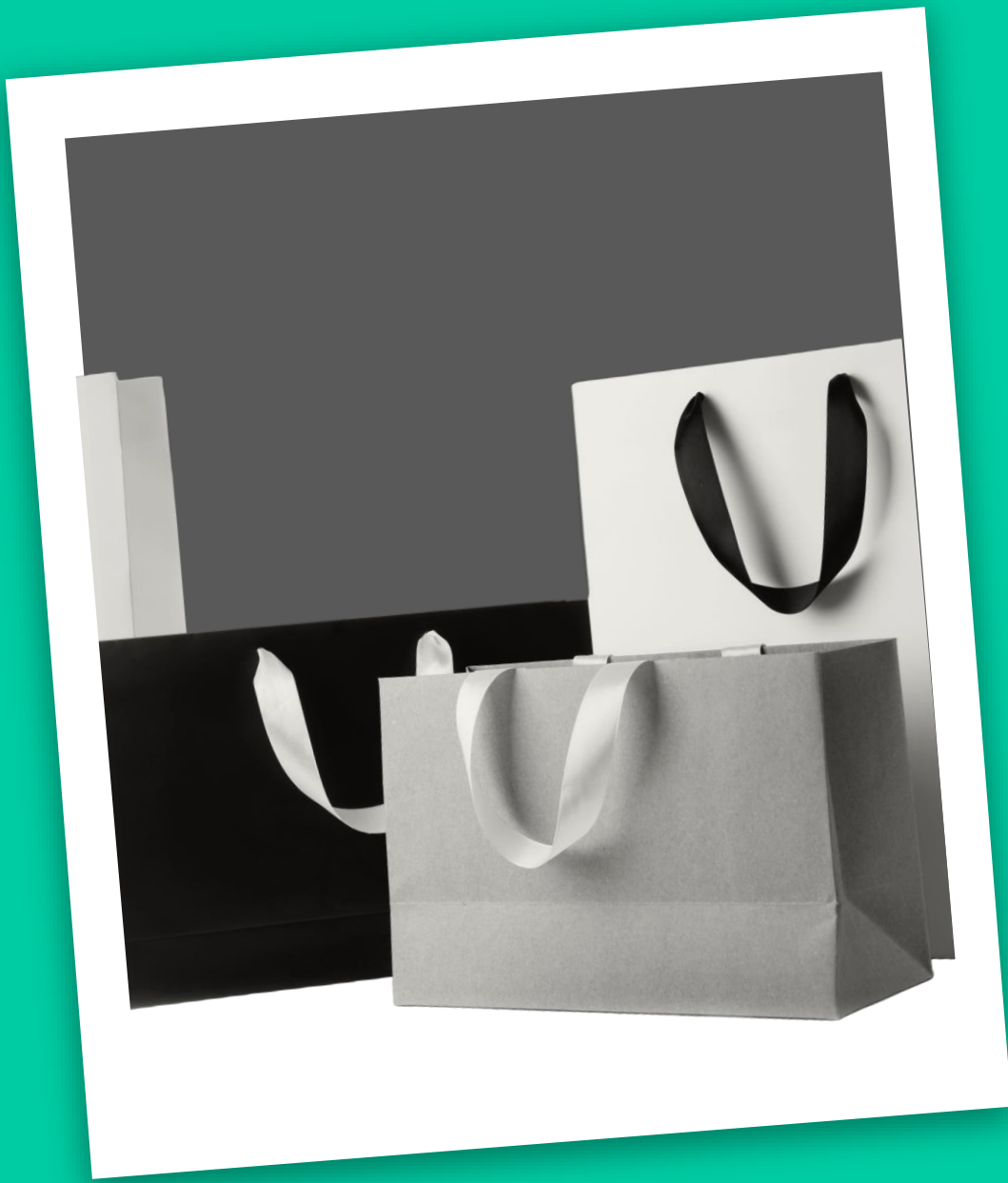
Tactics to boost your business' exit value (whenever you decide to sell)

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LEARNING OBJECTIVES

- Recognise buyer priorities
- Understand key seller motivations
- Develop strategies for value building over multiple time horizons
- Learn how to create an exit strategy





WHAT BUYERS WANT

- To understand the risk they're taking
- Terms that offer them protection against client loss
- Good records
- A business - not a lifestyle (Share Purchase)

WHAT SELLERS WANT

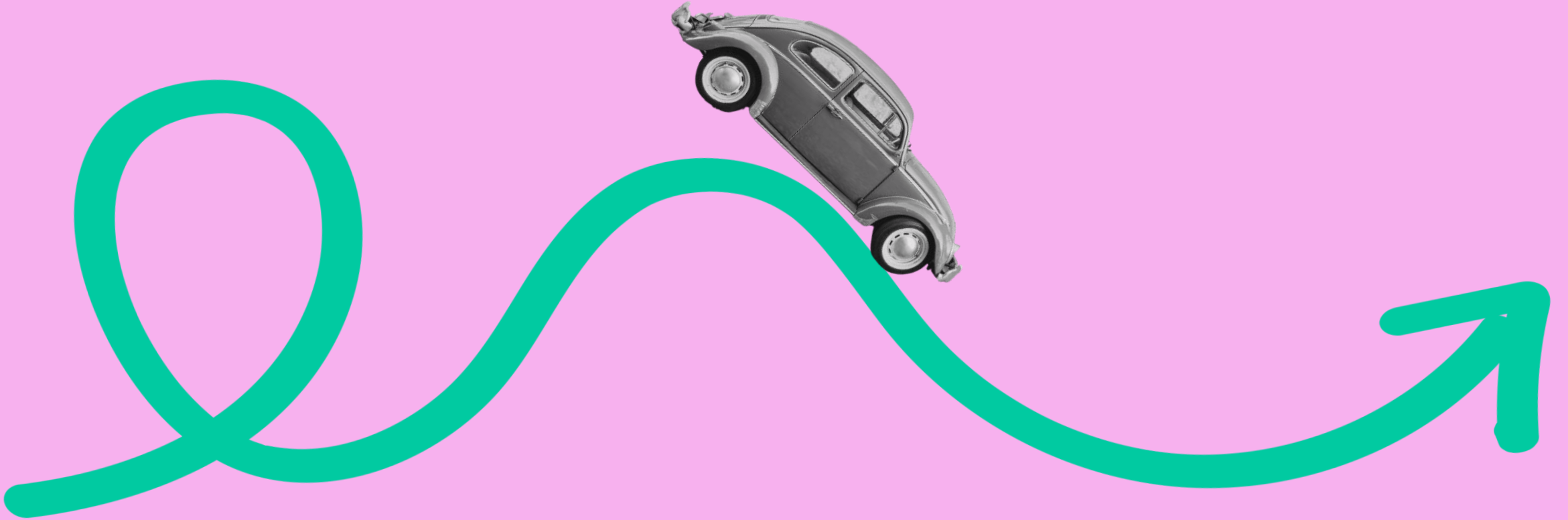
- To get paid what they anticipated
- A managed handover
- Happy clients
(supermarket/golf club test)



**A GOAL
WITHOUT A PLAN
IS JUST A WISH**



- ANTOINE DE SAINT-EXUPÉRY



NOW

5 YEARS

5 YEARS

PEOPLE



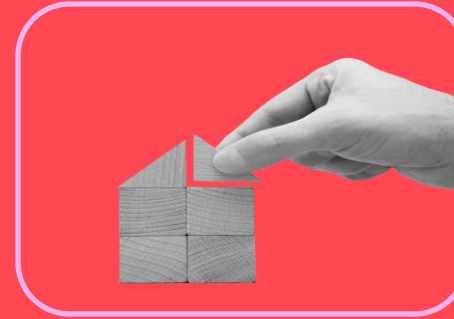
- Define the business structure you need to get you to your exit
- Create a team to run the business (without you)
- Move client relationships to be with the business

PROPOSITION



- Define the client profile you want to serve
- Re-write your proposition for new target clients
- Increase average AUM per client
- Document annual reviews

PROCESS

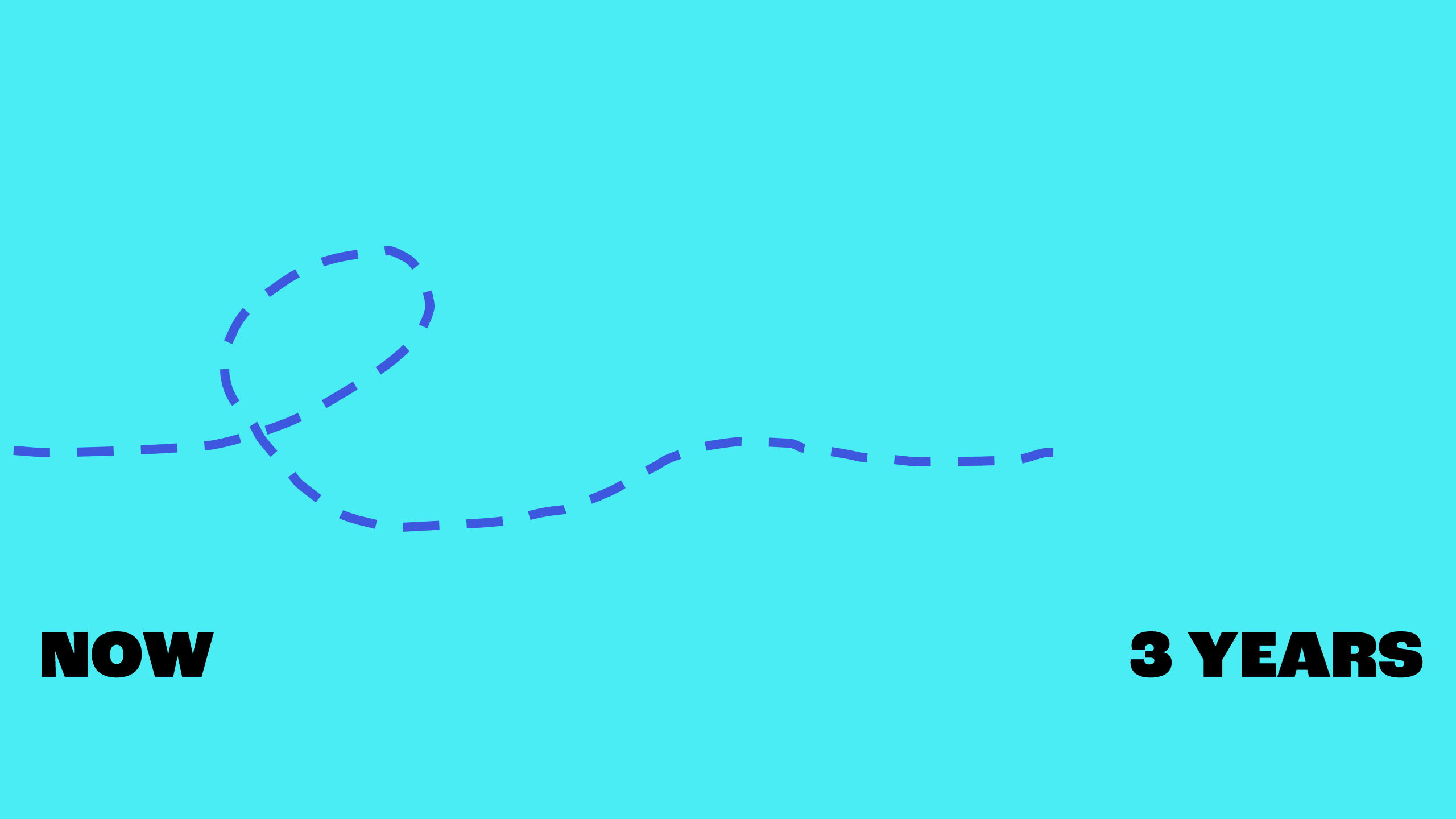


- Define how your business needs to operate to achieve your goal
- Re-write processes to improve efficiency
- Document thinking decisions, and actions

TECHNOLOGY



- Review back office to better support processes
- Look at “add on” tech to make life easier
- Automate as much as possible
- Move clients to digital



NOW

3 YEARS

3 YEARS

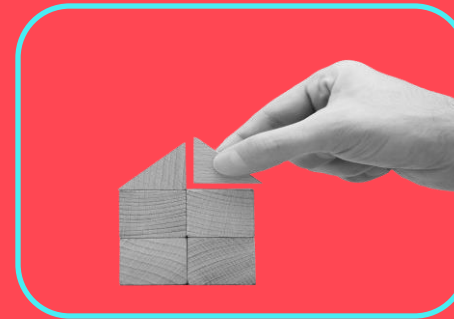
PEOPLE



PROPOSITION



PROCESS



TECHNOLOGY

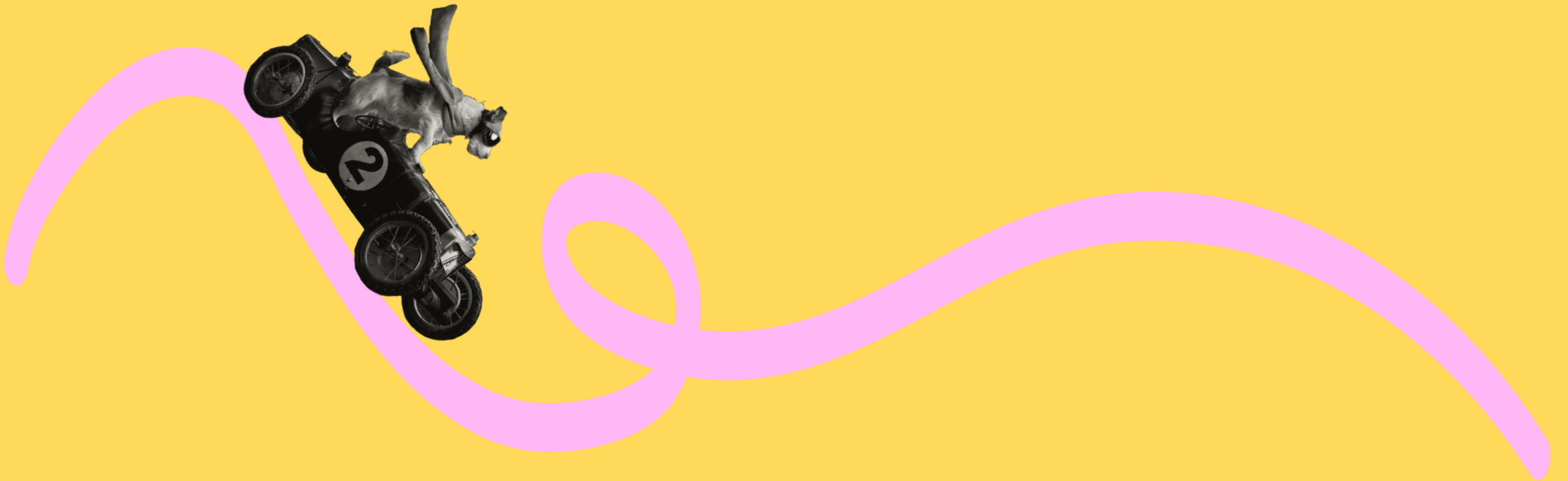


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NOW

1 YEAR

1 YEAR

PEOPLE



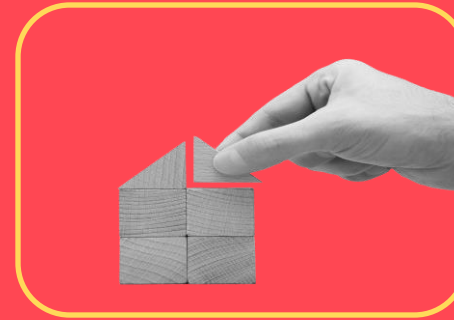
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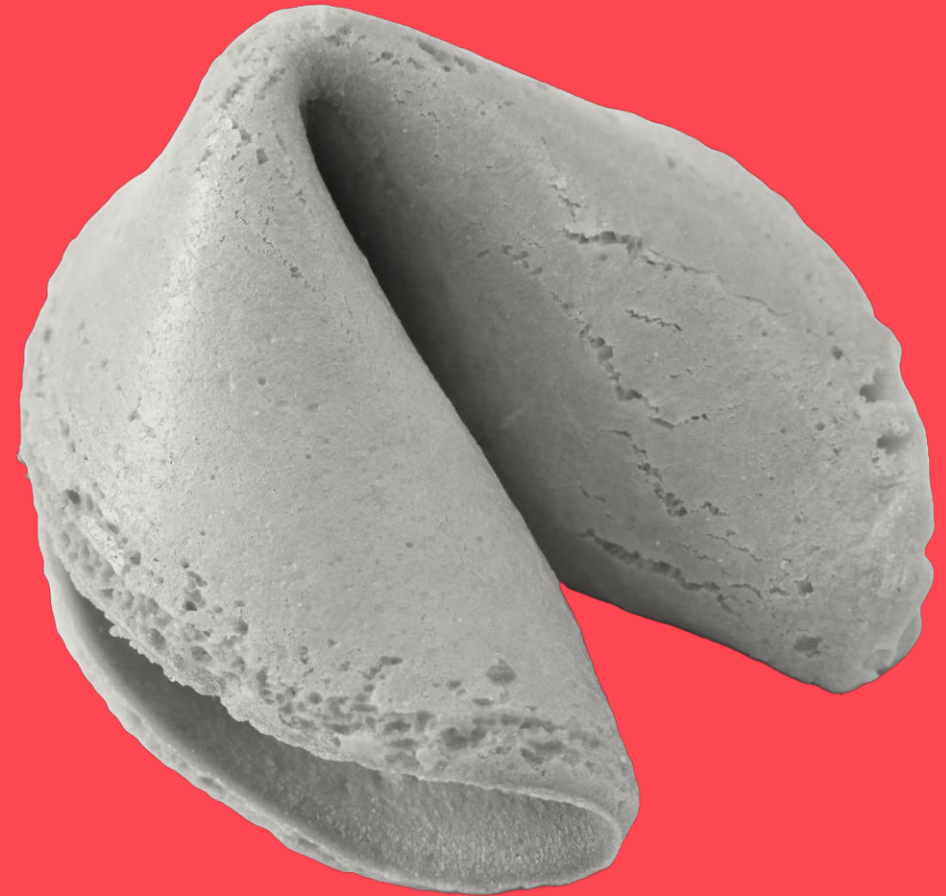
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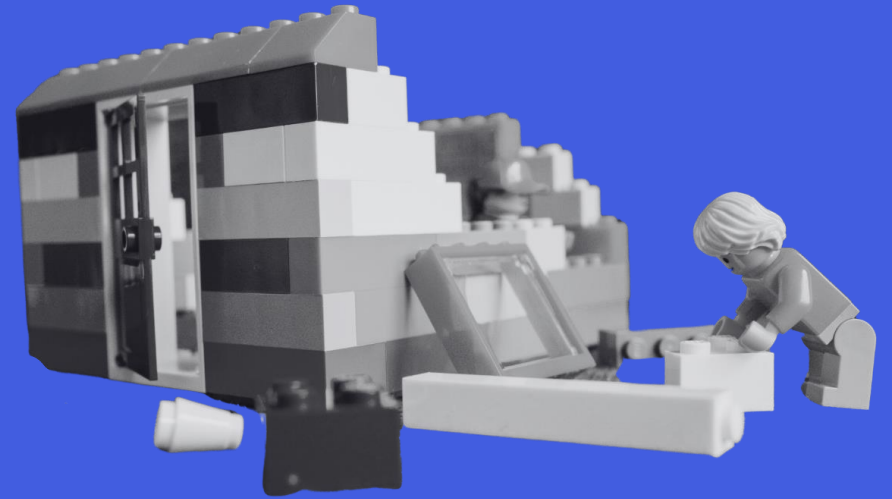
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- ~~Move clients to digital~~

**NEXT
WEEK?**



**NEXT
WEEK?**

No chance!



**BUILDING
BETTER
BUSINESSES**

LEARNING OUTCOMES

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Come say 'elo

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