
SPIRIT WEST MANAGEMENT, LTD.

BUSINESS PERFORMANCE PEOPLE

HELPING BUSINESSES GROW TO THE NEXT LEVEL



HERE ARE THE RESULTS OF YOUR QUIZ

**PRIVATE
AND
CONFIDENTIAL**



Is Your Company Saleable?

QUIZ RESULTS

YOUR SCORE RANGE: 40 - 55 PTS

We want to take this moment to bestow congratulations on you. We don't offer this accolade lightly.

Having a company with as many saleable attributes as you have is rare. In fact, I would say the way you (and your partners or management team) have been leading the company has set you on the path to become saleable. Given that 90% of businesses are not in this condition, take a moment and pat yourselves on the back.

Now take the next steps... you aren't quite there yet. It is obvious you want your business to be ready when your ideal buyer pops up out of the blue.

So don't stop now! Follow through and take your company to the next level of readiness so its ready when your Right Acquirer wants what your company offers.

Contrary to popular belief, the right time to sell isn't when you feel like it. The best and right time to sell is when your Right Acquirer is looking. This type of buyer often offers a premium... if your company is a match for what they are looking for and has removed many of the risk points that lower the price they are willing to pay. It's time you learned about a buyer's Red Flags and Green Lights. You will gain this insider knowledge as you learn about the four steps to becoming saleable.



TAKE THE RIGHT STEPS IN THE RIGHT ORDER

There are four steps to making a business saleable. Each step requires reflection, consultation with stakeholders and has a learning curve. When you take steps out of order, you inadvertently create catch 22s that are hard to unravel later.

1. Handle Reality
2. Hone Goals and Decisions
3. Hunt the Right Acquirer
4. Helm the Transition



HANDLE REALITY

You might think your first step is to build a succession plan. That is only part of the equation.

Handling Reality involves understanding how a potential buyer or lender loaning to a transferee (Your employees? A family member? An as yet to be found General Manager or CEO?) evaluates your business. It's often very different than how you see your company. Coming to terms with the current value from the buyer's perspective gives you a powerful foundation critical to navigating the next steps.

There are five critical questions that all owners need to answer that will set the stage to become saleable. We'll show you how you can learn more about these decisions, below.

HONE GOALS AND DECISIONS

Once you have Handled Reality, you will want to assess your personal goals, legacy goals and consider the needs and aspirations of your stakeholders. Often working with a trained advisor capable of managing conflicting needs and interests helps everyone blend their needs into critical decisions.

Getting stakeholders aligned is a nine step process. To get family, business partners and key employees working collaboratively (yes, this is essential and entirely possible despite any current conflicts you have!) is best done with a structure and guidance that keeps participation high and perceived conflict handled elegantly for all concerned.

You can learn more about what's involved in this step in our suggestions below.

HUNT THE RIGHT ACQUIRER

You need a buyer that wants what you have built. Often the best type of buyer is another company that sees something in your offering that will help them achieve their growth goals. Strategic buyers currently acquire 90% of the saleable businesses put on the market.

You may need to adjust your thinking though. Your ideal buyer might not be acquiring when you finally feel like selling your business. Ask yourself: "What is more important? Getting a return on my investment or hoping I can find an ideal buyer when I am ready to sell?"



Selling your business does not need to mean the end of your business involvement nor the end of your business career. That's why your work in the Hone Goals and Decisions step must come before this step.

1. Learn how to see your company through the eyes of buyers. Buyers look at a lot of deals to find the one that fits. Their perception of value will never match yours if you haven't done the preparation to remove the risks buyers look for and add the strategic value they need to meet their acquisition goals.
2. Identify your secret sauce. What is it that makes your customers keep coming back? It is usually something intangible like how responsive you are, specialty knowledge or expertise your customers rely on, how easy it is to do business with your team, or features to your product or service that no one else can match. Secret sauce adds a premium to your valuation and makes your business stand out from all the deals (other businesses like yours) that your ideal buyer may be considering. If you haven't already done so, **like us on Facebook** and you will instantly be rewarded with a copy of our free eBook "6 Steps to Become a Successful "Go To" Business"

Of course the strategic buyer is not your only option. Each buyer type has its pros and cons. Your business might not be suited for all buyer types. Learning about buyer types and how they acquire 'deals' gives you game changing insights into a world most owners will never gain access to until the day after a buyer rejects acquiring your business.

HELM THE TRANSITION

Remodelling your business so it becomes a more profitable and growing concern that fits your ideal acquirer's strategic goals is the final step. It can be frustrating for business owners to think that their successful business might not be enough of a carrot for a buyer.

Before making any changes, owners need to have planned their custom Saleability Blueprint. Numerous questions go into building that blueprint. When you've finished answering the questions, you will know what to change and the right order to make those changes.



YOU ARE SO CLOSE TO BECOMING SALEABLE. MAKE SURE YOU LEARN HOW TO PLAY THE GAME AND HAVE THE RIGHT EXPERTS ON YOUR TEAM:

We've just shared with you inside knowledge on our proven 4 step system that has transformed our clients from high net worth individuals with unsaleable companies into Ultra High Net worth millionaires. Imagine your company worth 2 times or even 3 times more than what it is worth today because you made it irresistible to the right buyer.

We promised to share with you how to do exactly that and here's how you can learn these inside secrets.

Get our **Make Your Business Saleable Resource System** which includes all the inside information you need to go from un-Saleable to Saleable AND worth far more than your business would be valued at today. Here is what you will receive in this easy to follow system:

How to Increase the Value of Your Business BEFORE You Sell ... and Make it More Profitable Now.

- This book gives you the inside scoop on how buyers think. Learn how the process of becoming Saleable works, why it's the fastest way to make your company more profitable long before you sell and why buyers and lenders need your business to be in Saleable condition in order to make a deal. Learn about the Red Flags that make buyers pass on your deal as if your company was a wallflower at the high school dance. You'll start to see the Green Lights in your company that make buyers fight to be the winning bidder. Got partners? You will appreciate our nine-step process to get all interests out on the table and aligned. Partner and stakeholder conflict is one of the top reasons a company remains un-Saleable. Then we breakdown the five questions and how to answer them that starts your journey to becoming Saleable... and coveted by buyers and lenders.

PLUS, Your next step is to stay out of these black holes ...

Three Critical Decisions

- After reading *How to Increase the Value of Your Business BEFORE You Sell* you will have a much deeper understanding of the work to be done to become saleable. These decisions have Catch 22s. Many business owners misunderstand the implications of attaching themselves to numbers or false ideas about how to sell a business. These 3 DVD videos and transcripts will help you come to terms with reality, eliminate mindsets that can sink your aspirations and rationalize your final decisions in a way that won't block your goal to find a buyer and get your return on your investment in your business.

WITH THESE NEXT BOOKS, NOW YOU'RE READY To Build Your Action Plan

Fast-Track Secrets for Making Your Business Saleable Book and Playbook

- These companion books outline in detail the steps that will help you transform your company from successful for you to Saleable and attractive to the next owner. You will learn how to navigate all 4 Steps to become saleable including case studies on how other owners worked through the Red Flags that blocked their Saleability and added Green Lights that drove buyers to their door. You'll be able to determine which buyer type is your ideal target. At the same time, completing the exercises in companion the Playbook will build your Saleability Blueprint that guides you in what to do Helm the Transition to make the changes in your business that make your company Saleable. You will discover your answers to key questions about you as a leader, your next act in life, your expectations, insights in to how to improve your business and attract your ideal buyer.

BUT THAT'S NOT ALL. We've spent thousands on your behalf.

Exit Expert Interviews

- As you read "Fast-Track Secrets for Making Your Business Saleable" and build your Saleability Blueprint, start watching the "Exit Expert Interview Series" DVDs. Here you will learn from 19 pros about what it takes to get a business (and all the stakeholders!) into Saleable condition. An hour with each of these experts would cost you thousands, if you could find them first. We did it for you.

Imagine being able to learn from the painful experience one business owner had trying to sell without becoming saleable. Wish you could get inside the mind of your ideal buyer now before you're facing each other across the boardroom table? We've got three interviews for you with buyers you would never meet in your daily life. Having a Saleable company means you hold a winning lottery ticket. You need strategies for having sudden wealth like our two wealth experts deliver. Hate the idea of retirement? You need to feel passionate about your next act. Learn how to create it with these Life Transition pros. There are many changes you will have to make personally to Helm this Transition. We offer tips, tricks and mindset adjustments to get you those breakthroughs. Listen to these 19 expert interviews on DVD in the privacy of your home or office or read the transcripts.

When You Have Finished Working with the Make Your Business Saleable Resource System, You Will Have the Right Action Plan that Fits Your Wishes, Your Company and Your Financial Goals

MAKING A BUSINESS SALEABLE IS NOT A JOURNEY YOU TAKE BY YOURSELF.

This is a sophisticated game with many moving parts. You may be the expert in your company, your technical specialty or functional role. However part of the reason that 90% of business owners fail in finding a buyer or closing the deal on the sale of their business is that they don't know what they don't know.

You wouldn't step into an NFL game if the last time you played football was in college. If you didn't sit the entire game out on the bench, you would be crushed out on the field.

Getting a company prepared to attract a buyer willing to pay a premium requires expertise you don't have. Don't go it alone. Learn how the Saleable game works first.



YOU HAVE TWO CHOICES IN FINDING THE RIGHT EXPERTISE

CHOICE 1

Choice 1 is not very practical. You can spend **countless hours** and **thousands of dollars** hunting down the few advisors that have experience in this area (many claim succession planning knowledge which is not the same as making a business saleable).

But you will not be able to speak directly with all the different buyer types, or the M&A intermediaries that know this game. They don't want to talk to a business owner until the company is in a saleable state. Nor are you likely to find business owners who would reveal to you what happened when they attempted to sell and failed and are willing to share the pain and lessons learned.

CHOICE 2

Choose Choice 2 to **save yourself the time and money** and **learn from the experts** we've assembled that you wouldn't gain access to. Buyers. Valuation experts, Life Transition specialists, Management Buyout strategists.

Wealth managers who understand what happens when people not used to ultra wealth suddenly become uber wealthy overnight.

Business owners that thought they were going to become rich this year and instead, became one of the 90% statistic that try and fail to sell.

Everyone you need to learn from all in one package:

- 19 Interviews.
- 10 DVDs.
- Full transcripts of each interview so you can go back and refresh the lesson.



If you had to buy all this advice, you would spend more than \$69,000. That's just in advisory fees. That doesn't include your time and effort. Or our time and experience developing our proven system into a product you can lead yourself through easily.

BUT WE WON'T CHARGE YOU \$69,000.

WE WON'T EVEN CHARGE YOU 10% OF THAT AMOUNT.

YOUR PRICE IS \$397.00.

Why do we offer the Make Your Business Saleable Resource System at a fraction of its true value? Because if we don't alert you to make your business saleable, you will have to close your company one day. There goes your retirement fund. Your big cash out. Instead your employees will lose their jobs. Your legacy will be gone. Your town will lose a key ingredient of its economic vitality.

Do NOT go it alone. You will need The Make Your Business Saleable Resource System AND a team of Advisors like the people you will hear from in our system. When you're ready, check out these Exit Planners. While we don't endorse or certify that these professionals will be able to help you, we like how they think. Check them out for yourself.

Buy Now

FOR JUST \$397!

Do NOT go it alone. While we don't endorse or certify that these professionals will be able to help you, we like how they think. Check them out for yourself.

2. Read the books, listen to the Exit Expert Interviews, then engage an exit planner to get you the rest of the way. It took a team to build the asset you are poised to get a return on. It takes a team to get the exit of your dreams. Do NOT go it alone.
 - a. In Canada we recommend **BDO's SuccessCare program**.
 - b. In the US on the east coast, **Pinnacle Equity Solutions, Business Legacy Consulting** or **Breakthrough Enterprise**.
 - c. In the US on the west coast, **Ron Schutz Associates**.
3. Got family in your business? Don't take another step without reading Tom Deans' *Every Family's Business* available at Amazon.



SO, NOW YOU KNOW HOW CLOSE YOUR COMPANY IS TO BEING SALEABLE...

What will you do with this information? Will you file it away for later and suddenly remember it when a buyer knocks on your door and finds your company interesting, but in unsaleable condition?

Or will you take your learning journey to the next step so you learn more about what you don't know that you don't know...

You could potentially be sitting on a winning lottery ticket... There is \$10 trillion sitting on the sidelines in search of saleable businesses. Buyers tell us these types of companies are few and far between.

There is no demand for an un-saleable business.

So it is completely in your power to transform the lottery ticket you are holding into a winner. Act now. It takes 2-4 years to make a business saleable. You want your company to be ready when your ideal buyer makes their interests known.

Worried you won't get value from **The Make Your Business Saleable Resource System**? We totally understand. That's why we offer a 60 day guarantee with every purchase. For whatever reason, after you receive our product in the mail, go through it and find it's just not what you thought, we will give you a 100% refund. All you have to do is to call us at 206-395-3530 or email Corrie Winter at CorrieW@SpiritWest.com and she has full authority to give you your money back, no questions asked. In fact, let's make it 90 days. That way you have the time you need to know if the years we've spent building this system are going to prove a great fit for your needs.

Here's to your productive future, your legacy, your wealth, your town's economy!

