Starting With The End In Mind
“When a man does not know which harbor he is heading for, no wind is the right wind.” - Seneca
Today’s Goals

• Get you thinking!

• Provide a helpful “lens” to use in thinking about business succession

• What do Buyers look for?

• Ideas for building a business that can be SOLD
• Neil Armstrong once said, “You only have to solve two problems when going to the moon: first, how to get there; and second, how to get back. The key is don’t leave until you have solved both problems.”
Why Worry About That Now?
Don’t Wait Until it’s Too Late!

- Death
- Disability/poor health
- Daughter/son-in-law
- Divorce
- Disruption
- Discord
Who will be your buyer?

- I don’t need a buyer, I’m going to live forever
- Family member
- Business Partner/Investor/Co-owner
- Competitor/Supply Chain/Customer
What Does a Buyer Look For?

- Customer Base
- Track record of Cash Flow
- Intellectual Property
- Do you have a Business or a Job??
- Processes/People/Procedures
The Value Builder System™
Value Builder Summary

- Financial Performance
- Growth Potential
- Switzerland Structure
- Valuation Teeter Totter
- Recurring Revenue
- Monopoly Control
- Customer Satisfaction
- Hub & Spoke
8 Key Drivers

Driver 1

Value

Financial Performance

The Value Builder System™
How much profit will your company generate in the future?

How reliable are those estimates?
8 Key Drivers

Driver 2

The Value Builder System™

Growth Potential

Value

Hub & Spoke
Financial Performance
Growth Potential
The Switzerland Structure
The Monopoly Control
Recurring Revenue
The Valuation Teeter Totter
Driver 9
Driver 8
Driver 7
Driver 6
Driver 5
Driver 4
Driver 3
Driver 2
Driver 1
Driver 3

The Switzerland Structure

8 Key Drivers

The Value Builder System™
Goal is Neutrality

Your Business

Suppliers

Employees

Customers
8 Key Drivers

**Driver 4**

The Valuation

**Teeter Totter**

The Value Builder System™
8 Key Drivers

Driver 5

Recurring Revenue

The Value Builder System™
8 Key Drivers

Driver 6

The Monopoly Control

Value

Driver 1
Driver 2
Driver 3
Driver 4
Driver 5
Driver 6
Driver 7
Driver 8

Hub & Spoke
Financial Performance
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The Switzerland Structure
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The Monopoly Control
Customer Satisfaction

The Value Builder System™
The Virtuous Cycle of Differentiation

Marketing Differentiation

Control Pricing

More Money for Marketing

Higher Margins
8 Key Drivers

Driver 7

Customer Satisfaction

Value

The Value Builder System™
Calculating Your Net Promoter Score

% of Promoters: 25%

% of Passives: 70%

% of Detractors: 5%

Net Promoter Score = 20%
Driver 8

Hub & Spoke

Value

8 Key Drivers

The Value Builder System™
The Value Builder System™
Why Your Value Builder Score Matters

After analyzing more than 20,000 businesses, we discovered those companies with a Value Builder Score of 80 or more receive offers that are 71% higher than the average business. Working side-by-side with your own Certified Value Builder™, we will help you improve the value of your company. Whether you want to sell your business for a premium now, or simply know that you could, The Value Builder System™ will help you dramatically increase the value of your company.
The Value Builder System™

• Benefits:
  1. View company through the eyes of a potential buyer: 8 Value Drivers
  2. Hone in on the areas that could negatively impact receiving a premium offer
  3. Make improvements to better position company for that premium offer
  4. Month-by-month advisement on the right improvements for your business
3 Step System To Help You Grow A Valuable Business

The Value Builder Score
13-Minute survey: Initial report on the current state of your business

Value Builder Assessment
Value Builder Assessment strategy session to improve your business (100% money back guarantee if not satisfied with outcome).

The Value Builder Engagement
Monthly advisement on improvements to increase your company value and better position for a premium offer when you are ready to sell.
The Value Builder System™

Your Envelope Test
Decide When to Sell

The Value Builder Assessment
Benchmark Where You Are At

Your Short List Builder
Pinpoint a List of Your Strategic Buyers

The Scalability Factor
Construct a Durable Platform for Growth

The Valuation Teeter Totter
Boost Your Cash Flow

The Customer Score
Capture the Voice of Your Customer

The Customer Score
The Voice of Your Customer

Your Growth Quad
Discover Your Lowest Risk
Highest Potential Growth Opportunities

The Switzerland Structure
Strengthen the Foundation of Your Company

The Automatic Customer Builder
Create Recurring Revenue Streams

The Hub & Spoke
Break Free of Day-to-Day Operations of Your Business

The Monopoly Control
Carve Out a Differentiated Marketing Position

The Value Builder™ Engagement™
Time for the Quiz!