

Aron Brajtman CPA's and Business Advisors

The Exit Strategy

This program introduces the strategies and tactics that are the foundation of a successful exit from your business and its transfer to a new buyer

Learning Objectives

In the exit strategy program, you will learn how to:

- Prepare your business for sale
- How to manage its growth with a view to selling
- How to make it attractive to a buyer
- Value your business at present
- Create a business worth millions
- Create a business that runs without your involvement
- Show the value to a buyer and eliminate price pushback
- Time the sale of the business at its peak value

Program Approach

We view the program as a combination of training, skill development, mind set change and a working partnership:

Assessment:

We evaluate the capability of a potential businesses of achieving a high sales value

Customization:

We build scenarios, focus content, and tailor program agendas to make the training relevant and effective.

Tools:

We provide self assessments to help determine together with the owner the potential for success

Action:

If we feel we can help, we provide a complete diagnosis of the situation along with a plan for the necessary turnaround. We work together with the owner on a successful execution.

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The Exit Strategy

Program Overview

1. Business Case analysis. Was there a good reason for starting the business?
2. Attractiveness of Industry. Do the customers need the business? Can they afford to pay the going rates?
3. Business Model. Does the business model provide value to the customer? Does the business capture a portion of that value?
4. Growth Potential. Does the owner see potential?
5. Value proposition. What value are the customers getting for their money?
6. Segmentation. Does the business target its efforts at customers that badly want the service or product?
7. The CEO. Is the CEO a team builder?
8. Personal Goals. Are the personal values and need of the owner aligned with the business vision?
9. Competitive Advantage. Does the business have a competitive advantage over the competition?
10. SWOT. Does the business possess considerable strengths and does it have opportunities to do better?

Delivery Options

- Face to face discussions
- Assigned readings
- Self assessments
- Execution of plans by business
- Execution of plans by Aron Brajtman CPA's