



Client Advisory

With an impending bubble of Boomers and Gen-Xers approaching retirement, it is critical for your clients to monitor and maximize the value of their businesses. Understand the fundamental components of business valuation and learn strategic levers you can coach your clients to pull to significantly impact not only the value of their business but the attractiveness to potential buyers as well.

In this course you will learn to deploy the processes, tools, and strategies to expand your advisory services and guide your clients to a successful and lucrative exit from their business. Apply these concepts to your own practice to pave the road to your own successful exit.

Succession Advisory Syllabus

Section One – Introduction to Exit Planning

Session 1:

- Why EVERY Business Owner Should Have an Exit Plan
- The Nature of the Work
 - What is Succession Advisory?
 - Incorporating Succession Coaching into your Advisory Engagements
- Overview of Course & Key Objectives

Section Two – Gathering the Knowledge

Session 2:

- Understanding the Market and how Timing can Maximize the Sale Price
- Exploring Different Styles of Business Sales
- Understanding the Pros and Cons of Earnouts
- Understanding Business Valuation

Session 3:

- Identifying the Sellers Style
- Understanding the Seller's Objectives
- Determining the Seller's "Magic Number"

Section Three – Is Everyone Ready?

Session 4: Assembling a Powerhouse Exit Team

- Identifying Your Primary Team
- Identifying Your Support Team
- Identifying Your Internal Company Team Members

Session 5:

- Assessing the Seller's Business Valuation
- Assessing Business Readiness
 - Business Lifecycle/Performance
 - Clear Organizational Structure with Defined Roles
 - Financial Readiness
 - Process Readiness
 - Team Readiness
 - Operational Independence from Owner

Session 6:

- Assessing Owner Readiness
 - Seller motivations
 - Current Health considerations
 - Current Family considerations
- Evaluating The Co-Owner Conundrum
- Planning for Life After Exit
 - Financial Considerations
 - Psychological Considerations
 - Long-Term Family Considerations
 - Longevity & Long-Term Health considerations

Section Four – Finding the Unicorn Buyer

Session 7:

- Building Your Ideal Buyer Profile
- Identifying Viable Candidates
- Approaching and Courting Potential Buyers
- Identifying the Decision Makers and Influencers
- Understanding the Buyer's Objectives, Motivations and Timing

Section Five – Building the Strategy

Session 8:

- Anticipating Roadblocks and Mitigating Risks
 - Identifying Potential Disruptors
 - Identifying the Ambassadors and Saboteurs of the Sale
 - Preparing for the Potential of a Fire Sale

Session 9:

- Identifying and Bridging the Gaps
- Creating an Overall Timeline and Rolling 90-Day Plan
- Setting Milestones and Review Points
- Reviewing the Top 10 Best Practices to Run a Flawless Sales Process

Session 10:

- Weaving Succession Advisory into your Business Advisory Practice
- Course Objectives Review
- 90 Plan of Action for Course Content Implementation