

## EXIT/SUCCESSION PLANNING ADVISOR VALUE PROPOSITION:

Working with business owners on their exit strategy, you wear many hats including facilitator of emotions and issues. You know how important having a solid sales process and performance (past, present and future) is to company valuation and you have clients that need help. You need someone who understands this discipline and Business Betterments can help.

We know firsthand the issues you face and offer sales and profit help. Utilizing a holistic, disciplined and systematic approach to sales, we identify areas to assist in and implement a sales process that showcases an organization's solid understanding of their served markets, backed up with historical, current and future growth plans and business analytics.

We support exit/succession planning advisors to differentiate themselves and improve shareholder value to their clients.



## STRATEGIC PROBLEMS WE HELP YOU SOLVE:



**Net cash flow:** Strategic improvement both short and long-term = increased value.



**Inventory:** Improve turnover and reduce excess/obsolete without disruption to business.



**Customer/Market segmentation:** Diversify and grow with less dependency on a select few.



**Forecasting:** Reliable revenue and margin performance for improved resource allocation.



**Sales/Margins/Profit:** Improve all with proper sales planning and analytics.



**Owner factor:** Allocate key customers to appropriate sales personnel with strategic vision.



**Market analysis:** Identify served market, opportunities and future growth plans = improved marketability.

Simply put, we formalize the sales process in a user-friendly and pragmatic way that helps your clients identify profitable and sustainable growth and implement the necessary action plans to secure it WITHOUT incurring additional expense.

## CALL TO ACTION:

Under your guidance, taking a holistic and collaborative approach, we become an extension of your organization helping your clients improve their value as well as yours. By first understanding culture and needs, we provide customized solutions that support you in accomplishing your goals.

Your customers. Your reputation. We can help. Let's get together to determine how.

## SHOCKING SALES STATS!:



**80%** of sales require 5 follow ups; 44% give up after one!



Only **55%** of salespeople meet their forecast quota.



**57%** of B2B customers & prospects do not believe their salesforce is prepared for the first meeting.



**72%** of executive buyers say salespeople are not prepared to answer questions.

