









## MERGER & ACQUISITION VALUE PROPOSITION:

You are in the business of illustrating the value proposition of a business and coupled with our real world experience and proprietary software, we help make that illustration much more tangible. Differentiate yourself by showcasing how a robust sales process adds value to your clients. With our holistic, disciplined and systematic approach to sales, your clients will have a 360° view of their customers and market segments and highlight to potential buyers the future growth opportunities and plans to secure them. This means higher market valuation and improved marketability.


### M&A NEED

-  Ability to differentiate yourself in the marketplace
-  Client has too few customers/markets, putting them at risk
-  Maximize client valuation and commission
-  Client too dependent on owner's skills, efforts and connections
-  Client lacks a formal sales process

### BUSINESS BETTERMENTS DELIVERABLE

-  Highlights the value added services you offer, setting you apart from others
-  Prospective buyers see firsthand the identifiable growth and diversity, resulting in a favorable outlook
-  Sales and business analytics showcasing your client's full understanding of their business and future growth opportunities (improved EBITDA)
-  Prospective buyers recognize progressive sales management team and process are in place to create and support growth
-  Highlights client's in depth understanding of their business and future opportunities

### THINK ABOUT THIS:

 **8-10 million** Baby Boomer owned businesses are coming up for sale.

 **< 25%** of owners have made any preparations for selling.

 **\$10 BILLION** in assets are at stake.

**HOW ARE YOU AND YOUR CLIENTS GOING TO DIFFERENTIATE THEMSELVES FROM THE OTHER 8-10 MILLION SELLERS?**

*Let's get together to determine how we can help.*