

# *Summary*

## **How Do You Create Competitive Tension—Business Blueprint Interview**



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In this segment, Dale Beaumont interviews Kerry Boulton, Australia's esteemed exit strategy advisor and CEO of the Exit Strategy Group. Listeners will learn how to create competitive interest when selling a business, including the importance of proactive marketing and inviting offers.

Kerry highlights the emotional challenges business owners face, comparing their attachment to their businesses to that of a home. He shares a powerful story about Richard Branson, illustrating how even significant financial gains can be overshadowed by the loss of identity associated with selling a business.

Kerry offers practical advice for sellers, emphasising the need to take time to decompress after a sale and to find new purposes, such as community involvement or mentoring others. He introduces the concept of vendor finance, explaining how sellers can assist buyers in the transition to ownership, and discusses management buyouts, where existing management or staff can purchase the business.

By the end of the segment, listeners will understand the significance of both price and terms in a sale, gaining insights on how to navigate the emotional and practical aspects of exiting a business.