

Summary

The First Step In Effective Buyer Communication—Business Blueprint Interview



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In this segment, Dale Beaumont interviews Kerry Boulton, Australia's leading exit strategy advisor and CEO of the Exit Strategy Group, on the topic of selling a business for the best possible price. Kerry outlines the critical steps needed to prepare a business for sale, which include ensuring that the business is fully systemized across all areas—marketing, sales, recruitment, people management, and operations. The goal is to remove the owner from day-to-day activities and streamline the sales processes.

Kerry emphasises the importance of conducting an exit audit as the first step in the selling process. An exit audit is a mock due diligence where a specialist, such as Kerry, reviews the business and assesses its readiness for sale. This involves a thorough examination of business operations and a realistic evaluation of the business's value. The audit also considers the owner's preparedness for exiting the business, including their understanding of valuation, plans for handling staff, and personal readiness.

The exit audit helps identify any gaps or issues that might affect the sale and provides feedback on how to address them. It ensures that both the business and the owner are well-prepared and realistic about the sale process.

For those interested in a deeper dive into exit strategies, Dale recommends Kerry's new book, ***The Uncensored Truth About Exit Strategy***. More information and a free copy of the book are available at freeexitstrategybook.com.au.