

## *Summary*

# Five Proven Strategies For Selling Your Company Successfully



**KERRY BOULTON**

Australia's Most Respected Exit Strategy  
Advisor & CEO of The Exit Strategy Group

[TheExitStrategyGroup.com.au/Media](https://TheExitStrategyGroup.com.au/Media)

Kerry Boulton, an exit strategy advisor, discusses the strategic reasons behind acquisitions, using Facebook's \$19 billion purchase of WhatsApp in 2014 as a case study. He explains that acquisitions often serve strategic purposes, such as controlling supply chains (e.g. Starbucks buying Evolution Fresh), expanding sales inventory (AOL acquiring the Huffington Post), enhancing product appeal (Microsoft buying Skype), entering new markets (Herman Miller acquiring Posh Office Systems), or acquiring talent (Facebook buying Hot Potato). Boulton emphasises that strategic acquisitions value a company based on its worth in the acquirer's hands, potentially leading to higher sale prices.

Boulton encourages business owners to assess their company's value through a value builder questionnaire, available at the Exit Strategy Group. He highlights the potential for a company to attract a premium if it demonstrates its value to a strategic buyer. By strategically positioning a business, owners can increase its attractiveness and maximise the sale price.