

Summary

Key Ratios For Small Business Owners Preparing For Sale



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Kerry Boulton, an expert in exit strategy planning, discusses the importance of tracking key ratios for small business owners preparing for sale. He outlines six essential ratios: employees per square metre (14-23 m²/employee), Net Promoter Score (NPS, typically 10-15%), sales per square metre (\$300,000/m²), revenue per employee (\$100,000-\$1,000,000), customers per account manager (which varies by industry), and prospects per visitor (benchmarked against oneself). These metrics provide valuable insights into efficiency, customer loyalty, sales effectiveness, profitability, service quality, and marketing success, all of which make a business more attractive to potential buyers.