



# EXITOLOGY

Unlock Your Profits, Unlock Your Potential

## Grow Up to 33% Every Year, Add \$10M to Your Business Value and Exit On Your Own Terms in as Few as 3 Years Here's How:

- 1 IDENTIFY**

Determine the initial value in your business in order to maximize that value. Conducting an annual business valuation will help determine what value factors to focus on to accelerate the value of your business.
- 2 PROTECT**

To best protect your value, you must consider the 5D's: Death, Disability, Divorce, Distress, and Disagreement. Even if you do not think you will be affected by one of the 5D's, without preparing for the worst, your value will be negatively impacted.
- 3 BUILD**

There are two ways to build value: increase your cash flow (EBITDA) and improve your multiple. Your multiple is the number assigned by the private capital market to the value of your tangible and intangible assets and their associated risks. Intangible assets include Human, Structural, Customer, and Social capital.
- 4 HARVEST**

After building your business value, it is time to harvest the fruits of your labor. There are numerous paths your business exit can take. You might discover that after reviewing your options, you decide not to sell your business and instead transition the company to a son or daughter, sell the real estate and keep the company, or continue to build value.
- 5 MANAGE**

You manage value throughout the course of your business lifecycle, but the most important time to do so is after exiting your business. To achieve the most value, you have to manage not only your business value but your personal and personal financial value as well.



### Your Company Might Be a Fit if You Have These 3 Pieces in Place



#### Capacity

You need to be ready to take on new business.



#### Growth Mindset

You need to be 100% committed to growth and ready to win.



#### Hungry Sales Team

We create a significant lead surge for your sales team.



[www.exitology.com](http://www.exitology.com)



970-217-2642



# EXITOLOGY

Unlock Your Profits, Unlock Your Potential

## GROW TO EXIT

Value Acceleration for Custom Manufacturers and Industrial Firms



1

60 DAYS



2

3 MONTHS



3

YEAR 1



4

YEAR 2



5

YEAR 3

### Grow From Profits

- ▶ Uncover at Least \$10M of Low Hanging Fruit Sales With Growth Plan to Add 33% YOY Growth
- ▶ Profit Acceleration Blueprint Based on Identified Growth Drivers
- ▶ Clarity On Business Value, Potential, and Owner Exit Readiness

### Lead Surge For Sales Team

- ▶ Create Quick Wins, Closing More Deals Faster
- ▶ Increase Revenue Per Lead
- ▶ Diversify Customer Base and Eliminate Client Concentration Risk

### Maximize Business Value

- ▶ Build Capacity and Culture in Your Team
- ▶ Unlock Capacity by Decentralizing Business From the Owner
- ▶ Maximize Tangible and Intangible Assets

### Unlock Your Wealth

- ▶ Clarity On Your Growth Drivers and Endgame
- ▶ Buy Back Your Time and Freedom
- ▶ Increase Transferable Value Number

### Exit On Your Terms

- ▶ Position Your Growth to Attract the Most Lucrative, Motivated Buyers
- ▶ Harvest Your Personal Wealth from the Business
- ▶ Move From Success to Significance and Legacy

Email [discover@exitology.com](mailto:discover@exitology.com) to secure your place at our next Executive Briefing

Scan the QR code to discover how to transform your business

