

IT'S NOT EASY TRANSITIONING YOUR SMB/FAMILY BUSINESS

INTRODUCTION

Congratulations, you have taken the first step in assisting your business Owner Clients, Prospects or Members in addressing the single most important sale they will ever make. And the one they are least prepared for.

WHY BRING THIS EVENT TO YOUR AUDIENCE?

Transitioning a business is a marathon not a sprint. There are many things an Owner can/should do to get the business ready for transition and as desirable as possible for a Buyer.

Equally important is for the Owner to prepare themselves for what will be a rollercoaster ride for them both personally and professionally.

As the Owner of a business, Family or otherwise, they may find themselves being asked the big question by one or more of the following; partner, advisors, spouse, children, staff, competitors, suppliers etc. Or all of the above. When are they planning to sell or transition? It's a good question, not easy to answer though.

Like many Owners, they will quickly realize this is not a simple thing to deal with. There is so much going on in their head that the answer is way more complicated than others might think. So where should they start? The goal is to transition smoothly, as quickly as the Owner wants, and to sell for as much as they can under the best terms that satisfy their requirements. Including but not limited to financial. There is so much more to the deal than money. Reaching the goal of a successful transition is never easy.

This event is ideal for your Clients, Prospects or Members to start the process of getting themselves and the business ready for transition? How about helping them dip their toes in the water with my presentation live at your next Conference, Regular Meeting or Lunch & Learn?

Owners need to see some light at the end of the tunnel. There will be a sale or transition one way or another. They are best advised to be prepared.

FORMAT

- Presentation is 45 minutes, could go longer with Q&A if you like.
- You supply 3 hot buttons to promote your business and Eric will seamlessly integrate them into his presentation.
- All guests receive a copy of 'Moving Forward'.

WHO SHOULD YOU INVITE?

- This talk is designed for Owners thinking about selling their company, 'Family Business' or otherwise. And it's especially for those Owners who are not considering selling, but should be.
- Additionally an Owner may wish to bring their spouse, partner or family members.

PAIN POINTS OWNERS ARE TYPICALLY FEELING

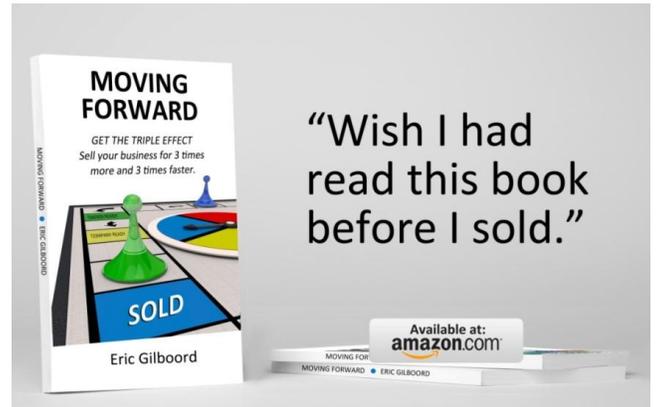
- Confused, Overwhelmed, Sad, Pressured, At a Disadvantage, Unsure, Nervously Excited



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SOME OF THE QUESTIONS OWNERS WILL GET ANSWERED

1. Is it time to get out?
2. Should you increase the value of your company presale?
3. How much competition is there from other Sellers?
4. Do you know what Buyers are looking for?
5. Is passing the business down to the next generation a good idea?
6. Are you really ready to transition?
7. Is the company really ready to transition?
8. Is your management team in place?
9. Does the business run without you?
10. What will you do after the transition?
11. Are you prepared to come into likely more money than you have ever before?



NEXT STEPS

- Visit www.ericgilboord.com and download a free pdf of Eric's book 'Moving Forward'.
- Review some videos and watch Eric in front of an audience or being interviewed about SMB/Family Business and transition.
- Pick a date to host a Meet the Author event at your office or a location of your choice.
- Contact us to clear the date.
- Order copies of 'Moving Forward' to give your guests. Minimum 30 books(\$15 + HST each) to be ordered by host. Use for the event and after.
- Promote the event to your business Owner Customers, Prospects and Members.

We will promote your event to our database of 9000+ business Owners and our extensive social media connections.

BIO

Eric is a Speaker/Author and passionate evangelist focused on educating (Family) Business Owners. The goal is to ensure the business transition wave is conducted, eyes open, in the best interest of Owners, Buyers and our economy.

He is the CEO of WarrenBDC, where they focus on increasing value of companies pre or post sale with quality business building services and bring Buyers & Sellers together. www.warrenbdc.com

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Download pdf of [Moving Forward](#)