

## 'Meet The Author' Owner Event Overview

# IT'S NOT EASY TRANSITIONING YOUR SMB/FAMILY BUSINESS

### INTRODUCTION

Congratulations, as a business Owner you have taken the first step in addressing the single most important sale you will ever make. And the one you are least prepared for.

### WHY OWNERS ATTEND THIS EVENT?

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, you may find yourself 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 you planning to sell or transition? It's a good question, not easy to answer though.

Like many Owners, you will quickly realize this is not a simple thing to deal with. There is so much going on in your head that the answer is way more complicated than others might think. So where should you start? The goal is to transition smoothly, as quickly as you want, and to sell for as much as you can under the best terms that satisfy your 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 Owners to start the process of getting themselves and the business ready for transition? Kind of like dipping your toes in the water or investigating a new market for your company. Get some answers and find more questions.

Owners attending this event walk away having seen some light at the end of the tunnel. There will be a sale or transition one way or another. You are best advised to be prepared.

### WHO SHOULD ATTEND?

- 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.

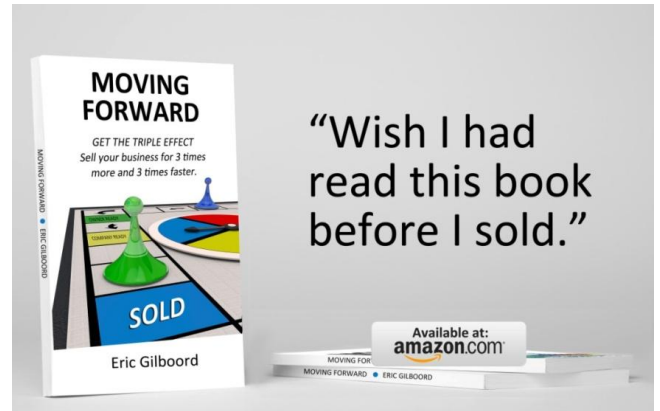
### PAIN POINTS OWNERS ARE TYPICALLY FEELING ABOUT TRANSITION

- Confused, Overwhelmed, Sad, Pressured, At a Disadvantage, Unsure, Nervously Excited
- If this sounds familiar you need to attend.
- Looking for answers when you don't know all the questions.



## 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?



## 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. Eric speaks fluent Family Business.

To read his articles and view his videos please visit [www.ericgilboord.com](http://www.ericgilboord.com)

He is the CEO of WarrenBDC, where they focus on increasing the value of companies pre or post sale with quality business building services and bring Buyers & Sellers together. WarrenBDC helps 7 figure businesses build and execute 8 figure exit strategies.

To learn more about transitioning or to schedule a Free Private Strategy Session please visit [www.warrenbdc.com](http://www.warrenbdc.com)