

Using Marketing to Prepare the Business for Sale

INTRODUCTION

A successful business owner was starting the process of preparing the business for sale. To position the business as an attractive investment, the owner wanted to increase marketing efforts.

THE PROBLEM

The business had somewhat limited buyer potential and the most likely purchaser was going to be a conglomerate that would amalgamate the business under their brand. The owner's goal was to explore the potential for the business to remain independently owned and operated. If that could not be accomplished, she wanted the business to be valued at its highest possible level to obtain the best negotiating position with a conglomerate.

THE SOLUTION

A marketing plan was created over two years with two key goals:

- 1) Increase business for the client
- 2) Position the brand as a key leader in the community

The business had excellent customer retention rates so the marketing efforts that focused on attracting business leveraged that committed relationship. Consistent messaging was developed across all promotional venues - website, social media, printed mail campaigns, etc.

In creating the leadership value of the business, profiles were created for the owner and employees. An increase in charitable giving - in both donations and time commitment - provided more promotional opportunities for the business that were shared on social media and talked about in the community. The business also hosted information sessions for other professionals who could gain continuing education credits for their respective organizations, which provided useful information and a great connection for business partnerships.

THE RESULTS

The business owner sold her business in just over two years. She had several buyers to choose from and was able to sell to someone who would operate the business independently. When the sale reached the point of disclosure of key business documents, the new owner requested the marketing plan along with the financials.