

Your Podcast Worksheet

Valuable marketing advice for your Australian small business



Australian marketing consultancy for small business



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EPISODE 12

How a strong positioning & marketing your small business helps in a successful exit

In this episode, we talk with Partner and Head of Mergers and Acquisitions at Australian advisory firm Pitcher Partners Andy Hough. We discuss some key ingredients to help you prepare for a sale, what the steps look like in the process and why positioning and marketing your small business well has an impact on a successful sale.

Key steps in preparing your small business for sale...

- 1. Get your financial reports tidied up
- 2. Ensure your business and brand has a meaning so that potential acquirers understand it
- 3. Work with an advisor when you're considering selling your business
- 4. Ensure you prove your business model and that it is sustainable
- 5. Remove yourself as the person with all the customer and client relationships
- 6. Ask your accountant to explain EBITDA

Notes
