



Strategy...Growth...Exit

## True-North Update



January 2009

### Be Prepared to Capitalize on a Chance to Sell Your Business

We see it all the time. A business owner is approached to sell his business, only to find out the business doesn't have the value the owner thinks it has.

Sometimes the value difference is an unrealistic owner. But many times, the owner simply has not built his business properly in order to maximize its value.

Here are five tips\* to ensure your business is being run so you can get in style, on your terms.

**1. Think like a buyer.** Most sellers do not consider buyer needs until a sale is imminent. Buyers should see that you have cared for the business enough to ensure it can compete with the best and be a profitable investment for them. The better you care for your business from the start, the easier it will be to attract the attention of a quality buyer when it becomes necessary to sell the business.

**2. Make your company attractive to brokers.** While selling a business might be a once-in-a-lifetime experience for a business owner, brokers do it all the time and have the skills to review your business to determine if they can find qualified buyers. The good brokers will not waste their time on impaired businesses that they know will be a headache to try to sell. Businesses that are fully prepared will easily stand out in the eyes of the best brokers and the highest bidders.

**3. Develop a simple strategic plan that is known throughout your company.** Draft a clearly written strategic plan that tells a believable and easily sharable story about the future of your business. It is also a good idea to attach financial projections to the plan. This signals that you are confident about what's in store for the operation and have nothing to hide.

**4. Keep your financials in check.** Poor internal bookkeeping has hindered many potential sales and cost owners millions of dollars in proceeds. Remember that if you can't measure the financial strengths of your business, the buyer can't value it.

### ABOUT Compass Point, Ltd

**Strategy-Growth-Exit**  
Compass Point provides business management consulting services to the owners of closely held, lower mid-market companies to develop plans to beat competitors and generate substantial, lasting financial impact. Our clients have historically outperformed their competitors by 3:1. We help companies find where to make their money, make more of it faster, and sustain its growth longer.

#### Primary Services:

**\*Business Planning / Strategic Planning** including Vision, Strategy, Customer Focus, and Beating / Avoiding the Competition

**\*Ownership Planning** including Preserving and Protecting Value, Exit Strategies, Contingency Planning, and Succession

**\*CFO Advisory Services** including Interim CFO, Month End Closing, Budgeting, Cash Flow Projections, M&A, Due Diligence, Post Integration, Valuation, Business Audits, Business Benchmarking, and Capital Raising

**\*Sales and Marketing Advisory Services** including Sales Plans, Sales Process, Ideal Customer, Core Marketing Message, Value Proposition, Channels to Market, Pricing Strategy, Scalability, and Competitive Advantage

**5. Ensure that your business can run without you.** Attract and train highly qualified managers who can properly run the business in your absence.

Give us a call to see how we can help you reach your goals.

\*Source: ForteCEO

**\*Business Management Consulting** including Business Advisory, C-level and Key Management Development, Family Business Advisory, and Organizational Structure and Alignment

Join Us ...



## The Fiscal Tsunami

Clear & Present Dangers of America's National Debt

### Guest Speaker: Christine Hovde

*Christine graduated from the University of Richmond in May 2007 with a B.A. in political science and Spanish. She immediately joined The Concord Coalition as Northeast Regional Director with a special focus on youth outreach.*

**Date:** February 19, 2009

**Time:** 7:00am - 9:00am

**Place:** G.White Pavilion University Center  
at DeSales University

For more information, you may go to the website at [www.desales.edu/salesian](http://www.desales.edu/salesian) or register online at <https://www7.desales.edu/secforms/mba/ethicsBreakfast.html>

### **ASSOCIATIONS & AFFILIATIONS**

Accredited by the Better Business Bureau  
Accredited Executive Associate IIB ([www.iib.org.ws](http://www.iib.org.ws))  
Exit Planning Institute ([www.exit-planning-institute.org](http://www.exit-planning-institute.org))  
Family Firm Institute ([www.ffi.org](http://www.ffi.org))  
Forum for Ethics in the Workplace ([www.desales.edu/salesian](http://www.desales.edu/salesian))  
Greater Lehigh Valley Chamber of Commerce ([www.lehighvalleychamber.org](http://www.lehighvalleychamber.org))  
Institute for Independent Business International ([www.iib.ws](http://www.iib.ws))  
Institute of Management Consultants USA ([www.imcusa.org](http://www.imcusa.org))  
Lehigh Valley Economic Development Corporation ([www.lvedc.org](http://www.lvedc.org))  
Open Court ([www.opencourt.biz](http://www.opencourt.biz))  
Pennsylvania Business Brokers Association ([www.pennbba.org](http://www.pennbba.org))

## GET IN TOUCH



*Establishing True-North...together.*

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