



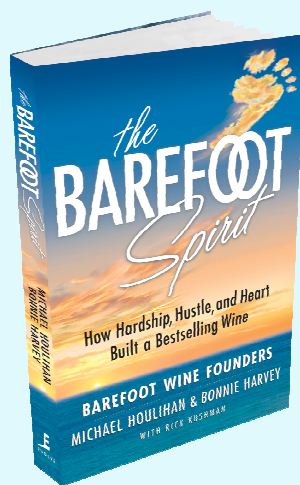
THE BIG CHALLENGE!

How Do You Sell your Wine Business
without Catastrophe?



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CHALLENGES

- How do you keep your **Staff**?
- How do you keep your **Customers**?
- How do you keep your **Prices**?
- How do you know when it's **Time To Sell**?
- When should you **Start to Prepare**?

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How do you Keep your Staff?

- They will lose enthusiasm
- They will look for other jobs
- They will leave
- You will lose key relationships
- If your deal doesn't go through, you will have to start over with new staff
- You will lose market share



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How do you Keep your Customers?

- You can lose your customers because they are uncertain, they view your supply as unstable
- Why should they continue with your product when they don't know if the price will go up or the quality will go down?
- They want to wait until the new owner is in place before they buy more

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How do you Keep your Prices?

- Buyers demand a discount because they know what you are REALLY selling is their continued business
- You will have to give them the discount to keep the business
- Your acquirer will want to pay you less because his future accounts receivable is less



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How do you know when it's Time to Sell?



- What is the time to sell based on?
- What are the market conditions that favor a sale?
- Why does your acquirer want to buy your business?
- What are the strategic implications to him if he does not?

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Do the Acquirers Due Diligence

- What is the company and products **Description and Mission**?
- What is the **Company Value** to the acquirer – what need does it fill?
- How do you Identify **Hidden Assets** that add value to the company?
- Who are the **Major Customers** and will they continue to buy?
- Will my **Suppliers** and **Services** continue?



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Do the Acquirers Due Diligence (cont'd)



- Has my Company or Product achieved the attractive Market Share?
- What is the company's or Products' Market Niche and positioning?
- What is the current and future Production Capacity?
- What about the Financials (P&L, Net Worth, Cash Flow, Tax Returns)?

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Prepare and Perfect your Documents Before You Contact your Prospect

- What contracts do I have?
- What Intellectual Property do I have?
- Do I have written Policies and Procedures?
- What about Checklists and Signoff Sheets?
- Do I have updated Job Descriptions?
- What are my Compensation Plans and how do they work?
- What Benefits do I offer my employees?



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Timing and Representation



- How long will it take and how long do you have to prepare them?
- How long should the deal take from first contact to close?
- Who should represent your business to the acquirer?

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8 Steps to Success

1. Start Now
2. Target your Buyer
3. Lock in your People
4. Keep it Quiet
5. Use “their guy”
6. Do Their Work
7. Give them First Right
8. Close it Fast



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