

## 5 Tips on Optimising Value

### **1. “Have a car wash and valet”**

Invest some money on the look of the business-

- ✓ Print some new brochures (you need only do a few)
- ✓ Ensure your reception and meeting room looks smart- a lick of paint and new pictures should smarten this up
- ✓ Walk the whole business and clear up all clutter and mess-get a skip and fill it if necessary
- ✓ Tidy up the front end of your website with new images

### **2. Improve your pipeline**

People value your business on present AND future profitability. Optimise your website to create a strong enquiry pipeline- if you haven't the funds or time to do this- commence a short term Adword campaign to prove to new buyers there is a buying community searching for your products and services.

### **3. Reduce your overheads**

This may sound obvious but you must be ruthless with ALL elements of cost.

- ✓ Make a list of all 3<sup>rd</sup> party costs and write to all suppliers asking for cost savings for ongoing business. Incentivise a good member of staff to deliver on this exercise.
- ✓ Review internal costs and staff contribution –  
Saving £10,000 pa could increase your company value by £100,000 - get tough!

### **4. Improve your financial reporting**

Strip out all unnecessary bonuses and expenses for shareholders/senior management in your P&L figures. This will increase the P&L and therefore the multiple value of the business. You need to REPORT on the business without these costs but you CAN still take them; we suggest by dividend.

### **5. Have an emergency meeting re your sales processes and activity**

Investigate the following-

- ✓ Sales peoples performance
- ✓ Lead generation
- ✓ Conversion rates

Cut out ALL underperforming activities and undertake actions that bring quick results (don't sign up to Yellow pages for another year- sack that salesman that has consistently promised but underperformed, don't spend £10,000 on an exhibition stand that MIGHT bring more sales).

Invest more heavily in tactics that bring results and especially those that bring them quickly- such as Google Adwords etc.

**We are experts at establishing these initiatives (and plenty more besides) and more importantly, delivering them. We often work on a results only basis, regarding cost savings and sales improvement plans and would be happy to discuss these options with you.**

**Call today for a confidential and free initial consultation- 0800 999 6600 or email [info@sellmybusiness.biz](mailto:info@sellmybusiness.biz)**