
So, you've built a successful business...
Now what?

Is it time to free up your schedule
by bringing in a manager to run your
company day-to-day?

Or are you ready to sell?

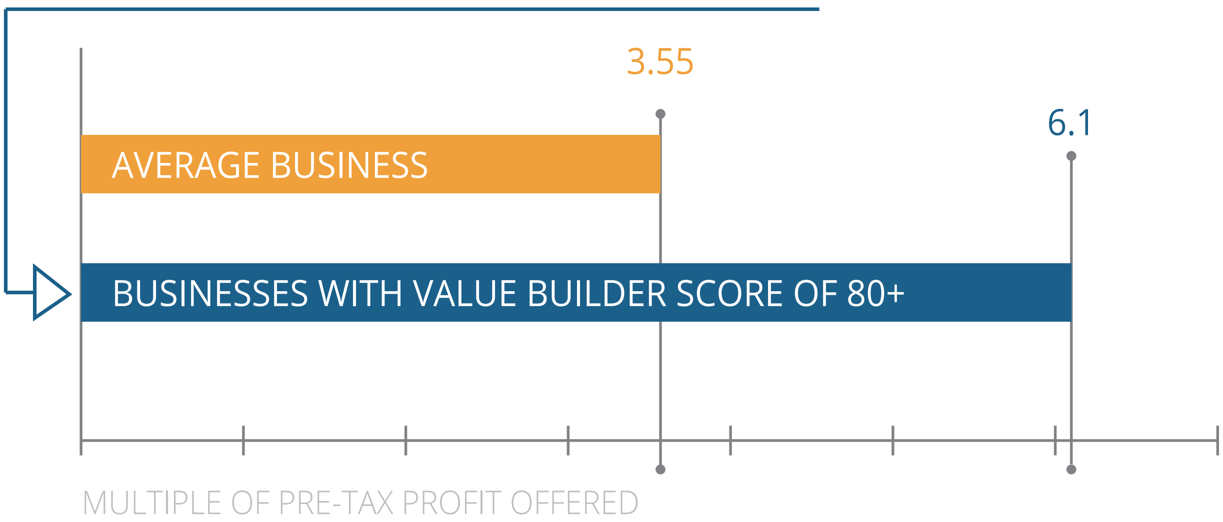
Or maybe you're planning to
transition your business to a new
generation of leaders?

The one prerequisite in all three of these
scenarios is that you have a business
that can thrive without you.

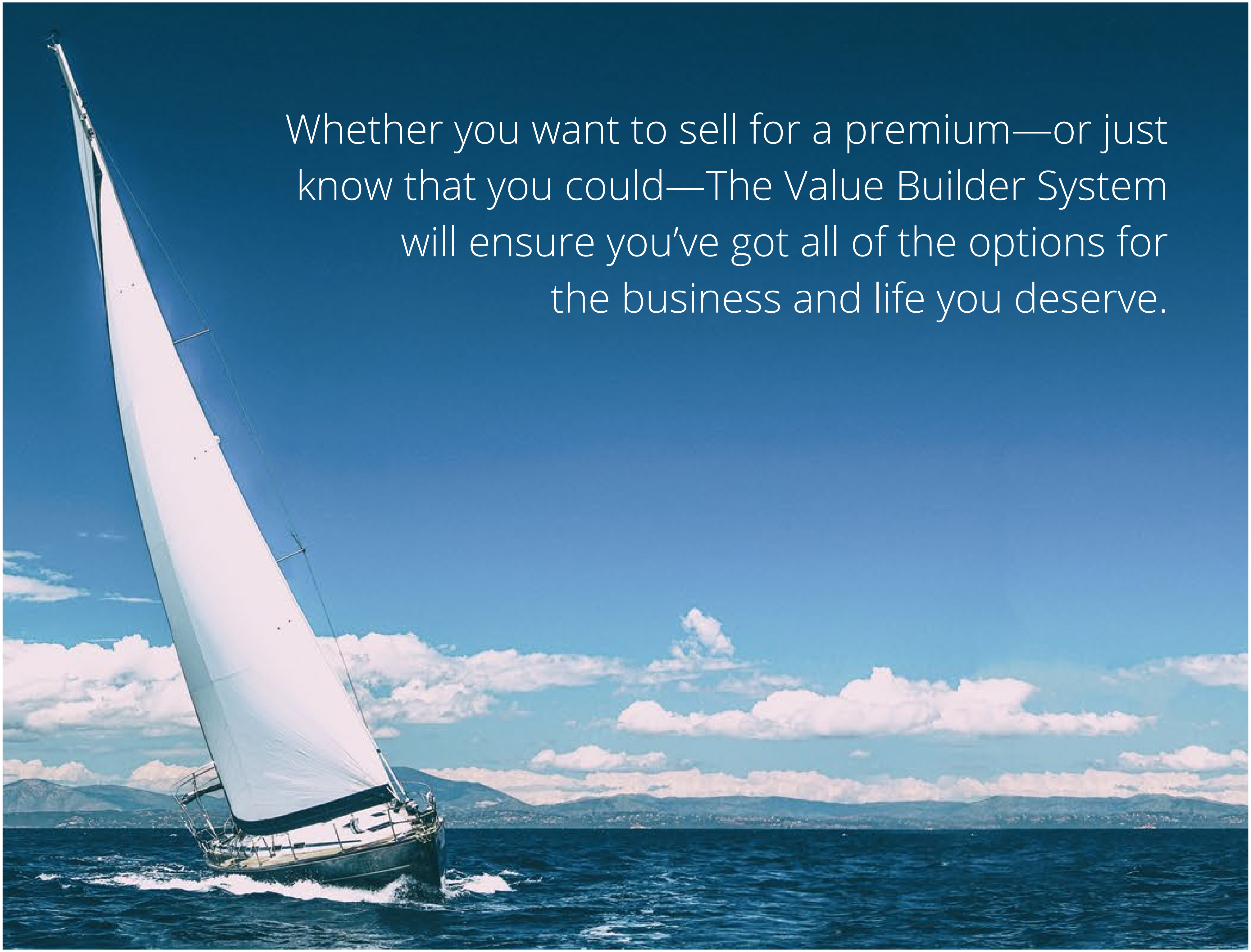
And that's where Value Builder comes in.

We've built a step-by-step process designed to remove you personally from your business, driving up its value and giving you back control over your time.

The Value Builder Premium



INCREASE the value of your business by up to **71%**


Whether you want to sell for a premium—or just know that you could—The Value Builder System will ensure you've got all of the options for the business and life you deserve.

The **Value** Builder Engagement™

The Value Builder Score

The Value Builder Score is an interactive tool that gives you a **comprehensive assessment of your business, through the eyes of a buyer**. When you complete the Value Builder Score questionnaire, you'll get an overall Value Builder Score out of 100 plus your score on the eight key drivers of value, which are statistically proven to increase the value of your company.

The Scalability Finder

This exercise will help you identify your products and services that have the potential to scale up the fastest. This session will give you a road map of the products and services you can offer that **will help you grow your company while minimizing its dependence on you personally.**

The Customer Score

Our third module is dedicated to benchmarking your customer's satisfaction with your business against the most successful and fastest growing companies in the world. We will deploy a survey designed to gather input from your customers. All surveys use a standard set of questions that have been proven to be **predictive of a company's growth rate**. You can also add your own custom questions to the survey.

Your Growth Quad

In the fourth module, we will review your product and service mix to maximize your growth potential. The Growth Quad exercise is designed to **pinpoint your product and service lines with the highest growth potential and the lowest investment risk**. This session will give you a roadmap of the products and services you can offer that will help you grow your company with the least risk.

The Automatic Customer Builder

In module five and then annually thereafter, we'll focus on increasing both the number and quality of recurring revenue streams flowing into your business. You will complete The Automatic Customer Builder tool, which **identifies opportunities for annuity revenue in your business**. Recurring revenue increases the value of your business, smooths out demand so as to allow you to plan your business more efficiently, and improves both cash flow and profitability.

The Monopoly Control

In module six and then annually thereafter, we will review your company's positioning in the market using a tool called The Positioning Planner. This tool allows you to isolate the attributes and qualities of your business that give you a defendable market position. This exercise will illustrate which **marketing messages give you the highest degree of differentiation from your competitors** and are also most meaningful to customers. This exercise is repeated every 12 months as your company develops, the market evolves, and competitive threats emerge.

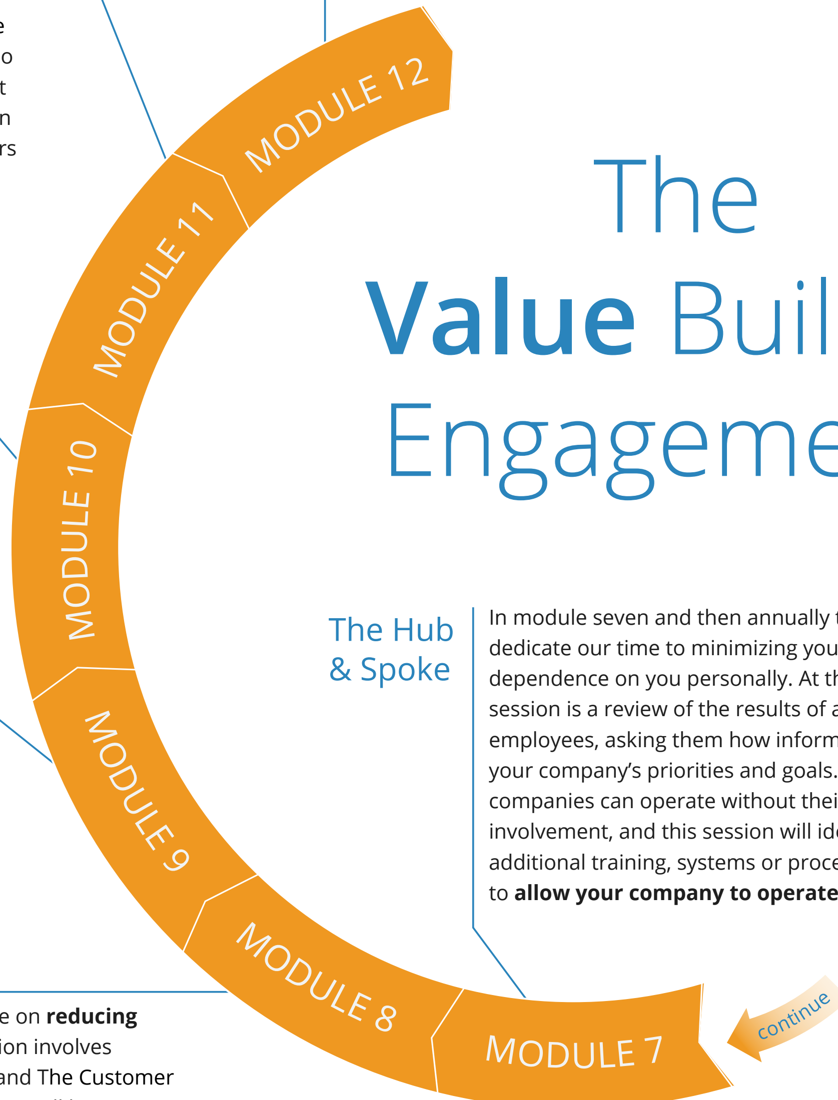
The **Value** Builder Engagement™

Your Short List Builder

In module eleven, and annually thereafter, we will **develop and fine-tune a short list of potential acquirers for your business**. Whether you want to sell your business in a year or in a decade, knowing who the natural buyers for your business are will allow you to cultivate a relationship with these organizations. This puts you on their radar, encourages them to make the first move when the time comes, and gives you a strong negotiating position. Developing this list also allows you to look at business decisions in terms of how they will add or detract from your attractiveness in a strategic acquirer's eyes. At the core of this session is The Short List Builder tool—this will help you to develop a long list of acquirers and then apply the 5-20 Rule to isolate the companies with both a strategic reason to be interested in your company and the resources to act on their interest by making an offer.

Your Envelope Test

In module twelve and then annually thereafter, the Envelope Test will help you **articulate your goals for your business and your life**. How would your life be different if you sold your business? What are you aiming toward? These are the types of questions you'll contemplate when completing the Envelope Test.



The Valuation Teeter Totter

In the tenth module and then annually thereafter, our focus will be on cash flow. Our goal will be to **maximize the cash flow coming from the day-to-day operations of your business**. This session is anchored by The Cash Finder tool. After this session, you'll have a set of actions to take that will increase your cash flow, minimize or eliminate stressful periods of low cash flow, and increase the overall value of your company.

The Customer Score

The ninth module is dedicated to the continued **benchmarking of your customers' satisfaction with your business against the most successful and fastest growing companies in the world**. Following up on the survey deployed in the third module, this update allows you to continue to track your progress.

The Switzerland Structure

In module eight and then annually thereafter, our focus will be on **reducing your reliance on any one customer or employee**. This session involves working through two exercises: The Employee Stack Ranking and The Customer Concentration Matrix. As a result of completing this session, you will have an action plan for reducing over-reliance on key employees and/or customers. This has the effect of decreasing risk within your business and increasing your company's value.

The Hub & Spoke

In module seven and then annually thereafter, we will dedicate our time to minimizing your company's dependence on you personally. At the core of this session is a review of the results of a survey of your employees, asking them how informed they are about your company's priorities and goals. The most valuable companies can operate without their owner's everday involvement, and this session will identify areas where additional training, systems or processes are needed to **allow your company to operate without you**.

Available exclusively through your Certified Value Builder™

VALUE Builder™

CERTIFIED