

## SALES PROCESS

## **DEFINE YOUR EXIT STRATEGY** What is your "Why, What, When, DAYS and Won't" for No Regrets! **CONFIRM VALUATIONS** Understand the value versus net **ASSESSING TIMELINE FOR SALE** proceeds if you sold for a specified Does the current valuation align with exit amount goal? Are you ready to go to market? If not, develop and execute growth plan KICK-OFF SALES PROCESS **READYING FOR THE SALE** AND TIMELINE Pre-marketing value enhancement: Discuss needs, expectations, process, and 60 DAYS Get all documents in order including financial timeline vitals. Website & facility ready for tours, key customer list, success stories. **BUILD A PROSPECT LIST** Establish due diligence data room Research prospects for both strategic and financial buyers for client approval MARKETING TEASER High-level "teaser," providing an overview of the company, markets, value, and growth opportunities **MARKET COMPANY** for prospects omitting client name Send teaser using a variety of media to select prospects that match optimum **ANALYZE & RANK** buyer profile 90 DAYS **PROSPECT RESPONSES** Assess the responses to the teaser and rank on probability of a successful sale SEND CONFIDENTIALITY / NDA Approved prospects will sign to protect COMPANY MEMORANDUM (CIM) the seller and create a legal A detailed overview of the company, including up-toobligation to privacy date financials, is written and designed. CIM with customer cover memo sent to approved prospects after NDA is in place **INDICATION OF INTEREST (IOI)** IOIs are gathered to confirm if an offer is in range **INTERVIEWS & TOURS** of sale price prior to access to management Prospects vetted by Paradise Capital & seller are invited to interviews and/or tours 90 DAYS **LETTER OF INTENT (LOI)** LOIs offers are gathered to review and compare with the buyer LOI NEGOTIATIONS / SIGNED LOI After reviewed, LOIs are accepted or terms, price, financing & timelines are negotiated. When an acceptable offer is agreed upon, **DUE DILIGENCE** Review of the seller's documents seller signs the LOI committing to the buyer demonstrates to the buyer that all statements made in the memorandum and in interviews are true and accurate **CLOSING DOCUMENTS** Final terms are negotiated, drafted & reviewed by legal then agreed upon by seller & buyer 60 DAYS TRANSITION PLAN & TIMELINE Plan for reasonable timeline for the **CLOSING DAY SIGNING** transfer of assets to buyer Sign final sales documents prepared by Paradise Capital, Attorney & CPA **ANNOUNCEMENTS** Well-crafted announcement to family, TRANSITION TO BUYER staff, suppliers, press & affected key stakeholders