



MACINK
CONSULTING - COACHING

Build To Last...
...Build To Sell



Overview for the Session



3 Keys to building a sustainable company and then selling your business for more than you thought possible:

1. Make yourself dispensable
2. Know your numbers and the numbers you need to know
3. The “Franchise Model”

Assumptions



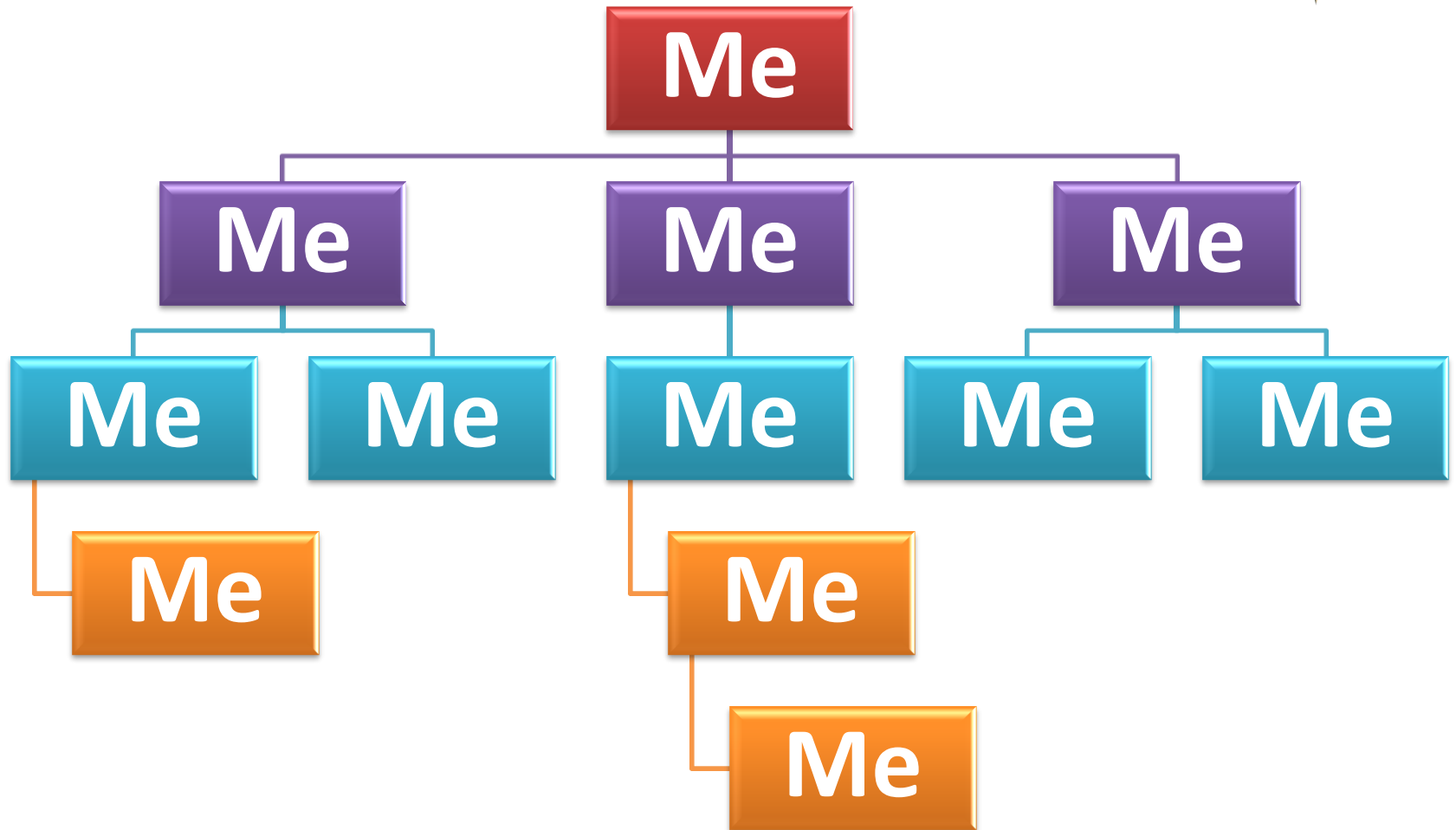
1. You started your company
 1. To chart your own future
 2. To have more “free” time
 3. To earn more money
 4. To sell it or pass it onto your children
 - 5.
 - 6.
 - 7.
 - 8.

Realities



1. Seems like you are running to everyone else's demands and not your own desires
2. There is even less time to accomplish the things that are important to you
3. You're making money (maybe) but you don't seem to be able to take as much out as you would like
4. You have no succession plan in place

My Org Chart



Definition: Self Employed vs. A Business Owner



For an enterprise to be considered a “business” it must be able to operate without the business owner.

Michael Gerber
The E Myth

There is no right or wrong label except when we mistake one for the other. I’m self employed. I have a partner, but if I don’t work with clients I don’t eat.

Where do you start?



Here are 2 quotes I'll base the rest of the workshop on:

“Start with the end in mind”

*Stephen Covey
7 Habits*

*“Without a plan, you're growing
nowhere”*

*Dr. John Maxwell
Leadership Coach & Author*

Make yourself dispensable



“Your business should support you and your dreams...you should not be a slave to your business”

Easier said than done?

Make yourself dispensable



Maybe not...maybe all it takes is a little planning and direction.

“Building a successful business is not a collection of random acts of guess work and blind decisions. To realize your dream of a successful business you have to make your destination a part of your current reality”

Make yourself dispensable



Section 1:

Vision

Make yourself dispensable



1. Know your destination:

Make yourself dispensable



2. Your destination must be known and visible everyday. It must be at the core of every decision:

Make yourself dispensable



3. Have milestones

Make yourself dispensable



4. Marking key places on your road map to business success is equally important:

Make yourself dispensable



5. Scalable Systems:

Make yourself dispensable



Section 2:

**You gotta know
the why...**

Make yourself dispensable



1. More profits:

- 1.
- 2.
- 3.

2. More time:

- 1.
- 2.
- 3.

Make yourself dispensable



3. More time off:

- 1.
- 2.
- 3.
- 4.

4. More equity:

- 1.
- 2.
- 3.
- 4.

Make yourself dispensable



Section 3:

Replace yourself

Make yourself dispensable



- Step 1: Hire support staff
- Step 2: Determine if you have unique skills that are integral to the day to day operations
- Step 3: Divide your tasks into the ones you like/want to do and those you'd like to delegate
- Step 4: Hire a replacement

Make yourself dispensable



“Why must we settle for the tyranny of OR...

...why can't we enjoy the inclusiveness of AND?”

Cory Booker
Former Mayor of Newark
Senator from New Jersey



Know your numbers



**You need to know where
you have been and
where you want (need)
to go financially.**

Know your numbers



Historical:

Most commonly used accounting software is either Quick Books or SAGE (Simply Accounting).

Survey:

Answer the next set of questions using this key:

- A. Weekly
- B. Monthly
- C. Quarterly
- D. Annually
- E. What reports!!!

Know your numbers



I look at my:

1. Income or Profit & Loss Statement
2. My Balance Sheet
3. My A/R (accounts receivable)
4. My A/P (accounts payable)
5. My cash on hand
6. Sales forecast/goal
7. Sales statistics

Know your numbers



With a YES or NO, answer the following questions:

1. I know my average sale overall
2. I know my average sale by income stream
3. I know my average profit overall
4. I know my average profit by income stream
5. I know my monthly “burn” rate
6. I know my presentation to close ratio
7. I know my call to presentation ratio

Know your numbers



Why are those statistical numbers important?

To plan for the future you need to understand your past..

Know your numbers



Working backwards:

Annual sales goal is: X

Average sale is: Y

Therefore you need: $X/Y = \# \text{ of sales}$

If you know how many working days there are then you can calculate how many sales per day are required to meet your goal:

$\# \text{ of sales} / \# \text{ of working days} = \# \text{ of sales per day}$

Know your numbers



Sooooooooo:

You have now calculated how many sales per day are needed to meet your revenue goal.

Now you need to calculate how many sales calls it takes to make a sale. With this information you can understand what you must accomplish each day to make your annual goal...not magic, mathematics!

Know your numbers



**What is the best
use of my
time...right now!**

Mimic a Franchise Model



The Turn-Key Revolution

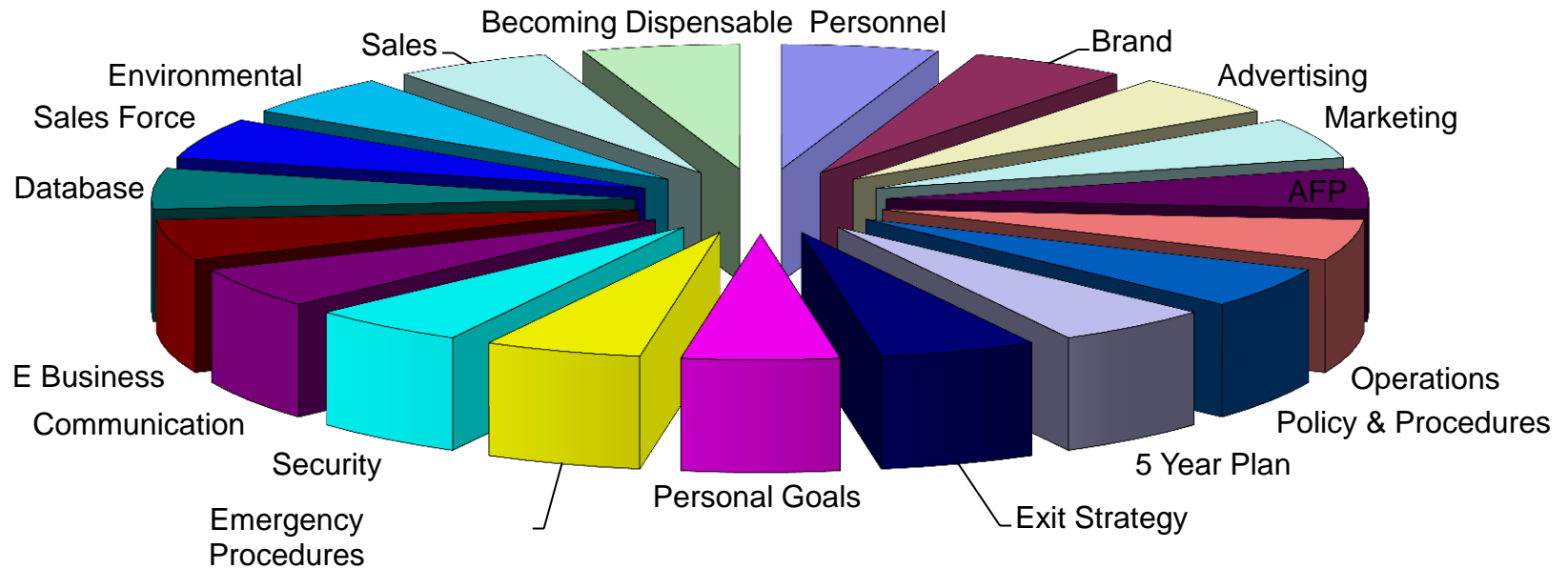
At the heart of the “Turn-Key Revolution” is a dynamic process called the “Business Development Process” When it is systematized and applied purposefully by a small business owner, the Business Development Process has the power to transform any small business into an incredibly different organization.

Michael Gerber
The E Myth

Mimic a Franchise Model



19 - Best Practices Modules



Case Study



Three companies I have worked with and how their results changed for the better...using the Business Development Process.

Company A



Location: Southern Alberta

Industry: Waste Water Service

Project Dates: February 2011 – January 2014

Results: Sales - Up by **25%** in year 2

Up by **24%** in year 3

Profits - Up by **42%** in year 2

Up by **49%** in year 3

Company B



Location: Southern Alberta

Industry: HVAC

Project Dates: April 2013 – Ongoing

Results: Q3 – loss of \$85,000.00

Q4 – profit of \$5,000.00

Net gain of \$90,000.00 in 1 quarter

Company C



Location: Halifax NS

Industry: Waste water, desalination and oily water for DND

Project Dates: April 2008 through November 2009

Results:	Sales 2008	\$634,801.00
	Gross Profits 2008	\$507,694.00
	Sales 2009	\$789,888.00
	Gross Profits 2009	\$585,578.00

Growth of more than \$77,000.00

Case Study



What did they do?

1. Decided what they really wanted out of their business
2. Determined their numbers
3. Set their goals
4. Created an HR module
5. Hired an EA
6. Built a marketing/sales plan
7. Built an AFP Budget (Annual Financial Plan)
8. Got really focused on what they sold
9. Executed on their plans
10. Reviewed constantly

RECAP



Is it magic?

No

Is it work?

Yes

Is it easy?

No

Is it worth it?

YES!

Q & A



Your turn...



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Thank You