



# Getting the right price



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# Introduction



# State of play



3D Printing

PDT



Challenge Partners

A couple of things that kept us busy ..





Challenge Partners





# What's important

- Certainty
- Certainty
- Certainty



# What does that mean?

- Comprehensive information
- Written planning
- Written reporting
- Written records – warranties etc.
- Systems not personalities
- Accuracy not approximation
- Proof not belief



# What is the right price

- The games people play with the 'Multiple'
  - Based on what (DA)
  - Taken when
  - Including what (NWC),(PI),(land)
  - Excluding what (leases)
  - Normalisation





# What is the right price

- You will never believe that the price you get is the right price.
- Unless you can put yourself in the purchasers shoes. Unless you can smell their fear, understand what they don't know, recognise what they worry about.



# How to get the right price

- This is the biggest sale you will ever conduct.
- Prepare well in advance. 3 years min.
- Sell at the top of your game. Every dog has its day.
- Get a group of people to listen to.
- From day one, be absolutely clear about why someone would risk their life savings for your business.



# What gets the right price

- Trends
- Concentration of customer base
- Good marketing
- The right amount of opportunity
- Systems
- Governance
- Clarity at the first stage



# Who will buy it

- "Trade sale" – competitors, customers and suppliers
- Other value chain participants
- Peripheral companies
- Investment companies
- Private individuals



# Preparations

- Sell off surplus stock and unused assets
- External Image
- Internal Image
- Staff
- Governance
- Stamp out risk



# Levels of secrecy

- Staff
- Customers
- Competitors
- Suppliers
- Third parties



Any questions?