**SALE OF BUSINESS READINESS CHECKLIST**

**How many of these Key Readiness Factors do you have?**

**Financial**

* 3–5 year P&L in place
* 3-5 year Revenue Plan in place
* Competitor & Industry Analysis
* Business KPIs in place & communicated to staff
* Current Asset Register in place
* Detailed IM (investment memorandum) in place

**Business Development**

* Documented sales plan, sales process and targets in place
* Use of a CRM to track leads and contacts
* Defined marketing strategy and plan exists

**Organisation & Talent**

* Clear organisation structure
* Role descriptions for each role in place
* Key staff identified and retained during sale process
* Staff KPIs in place and reviewed

**Governance**

* Independent Advisory Board and or Chair in place

Want to know how we can maximise the sale value of your business?

**Check us out on** [**www.catalise.com.au**](http://www.catalise.com.au)

Or here:

[ray.hart@catalise.com.au](mailto:ray.hart@catalise.com.au) M: 0448708415

[neale.anderson@catalise.com.au](mailto:neale.anderson@catalise.com.au) M: 0401522468