**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)

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