

# BUSINESS SALES MASTERCLASS

*Date:* Thursday 3<sup>rd</sup> October 2013

*Registration:* 13:30

*Event:* 14:00 – 17:00

*Venue:* The Club House  
11-14 Grafton Street  
London W1S 4EW

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*All company owners will exit their business at some point, whether through strategic sale to a trade buyer, a management buy-out or by retirement!*

*Our Masterclass events demonstrate the strategies and tactics that deliver premium exit prices and provide invaluable information about selling a business and the most effective way to prepare for sale.*

## FORMAT

An informal event where fellow business owners can meet, in a confidential environment, with fellow owners along with expert professional advisers.

The event lasts for just 3 hours but, because of the structure, covers a lot of ground so that we include all the essential information on preparing for sale, selling a business and the associated financial and legal considerations.

Following short, informative presentations from our speakers, delegates break out into two round-table workshops led by our directors and attended by our speakers. These run concurrently and provide a valuable opportunity to raise specific issues with professional advisers at no cost other than your time.

The Masterclass concludes with a panel Question and Answer session.

## MATERIALS

A workbook is provided for note taking and as an aide-memoire after the event.

Delegates also receive a complimentary copy of our e-book "The Eleven Commandments of selling your business for all it's worth".

## TOPICS

- How some professional valuations can under-value your business
- How to calculate sale price - and how not to!
- Effective ways to prepare a business and achieve a premium sale price
- Identifying and protecting your company's "hidden" assets
- Deal structures and how to decide which will work best for you
- What's involved in due diligence and how to prepare
- How to minimise tax exposure on sale
- How to identify the right time to sell
- The criteria all acquirers use to value a purchase

## WHAT PREVIOUS DELEGATES SAID

"Very professional and interesting evening. Thank you."

"Made me realise the things I have to ponder before making my next move"

"I have been to a few seminars, but your Masterclass is the best event I have been to, by far."

"A very informative afternoon"

"Amazing"

"I came to get some ideas of how to add value and you certainly helped me..... you know what you're talking about".

"I came to try and educate myself on the why's and how's of selling and I achieved this."

"One of the most enjoyable events I have attended recently."

"I was blown away by your Masterclass"

# PROFESSIONAL ADVISERS ATTENDING



**ROB GODDARD. MANAGING DIRECTOR EVOLUTION CBS LTD.** Rob's considerable experience in the Financial and M&A Sector, gained over 30 years at senior level in both corporate and private organisations, makes him an experienced, astute businessman – exactly the characteristics his clients need when selling their companies.

His expertise spans a range of sectors; in financial services they include Corporate Finance, Wealth Management, Banking and Insurance. In the Business-to-Business arena, his skills include Management Consultancy, Sales and Marketing.

For the past 11 years he has worked exclusively in Mergers and Acquisitions, where he has been responsible for 307 successful deals worth in excess of £2bn in transaction values. His unique blend of skills and experience enables him to help



**LANCE FEAVER, PARTNER AT KEYSTONE LAW.** Lance is an experienced corporate and commercial lawyer with over 30 years experience, who advises a wide range of clients from business start-ups, entrepreneurs and SME's through to large multinational companies.

He has considerable experience in running domestic and cross border corporate M&A transactions and has advised companies on AIM and PLUS IPO's.

His areas of expertise includes Mergers and Acquisitions (shares and assets) and Strategic Alliances, Private equity transactions (including management advice), Corporate Finance, Legal due diligence/preparation for exit together with general company and commercial law.



**ASHLEY DEAKIN, FINANCE DIRECTOR AT SABLE GROUP.** Ashley chose to study Archaeology and Anthropology at Durham University having been influenced by Raiders of the Lost Ark. Digging up Roman pottery on the North Yorkshire moors proved not as glamorous and ultimately he was lured into the accounting profession.

He qualified as a chartered accountant with Coopers & Lybrand in 1989. After moving temporarily into publishing as a finance manager, he then went to the University of Cape Town in 1994 to complete his MBA.

In arrival back in the UK in 1995 he teamed up with Reg Bamford to start 1st Contact and has been embroiled with the adventures and expansion of 1st Contact and more recently Sable ever since. Aside from being the group finance director he is heavily involved in providing generic entrepreneurial advice to Sable clients.

