



Rocket Your Business Value!

Joe Pardo

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Understand

- There are lots of ways to value a business' worth.
 - Sales are a great indicator of worth, but can really sell your business short.
 - Increasing the marketability to more potential buyers for your business will increase its value (accessibility increases demand) .
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1. Know Your Numbers

Knowing your numbers in your business will take the guess work out of doing business. As well as knowing how much your business is worth.

→ Expenses

→ Expense Target

→ Revenue

→ Revenue Target

→ Profit

→ Profit Margin

→ Balance Sheet

→ Debt

→ Profit & Loss Statement

→ Accounts Receivable

→ Cash Flow

→ Accounts Payable

→ Return on Investment

→ Stock Turnover

→ Sales

→ Sales Closing Rate

→ Avg. Time To Collect

→ Salaries

(BONUS) 1.5. Beyond “Know Your Numbers”

Once you know your numbers, you can create attainable goals for your business.

- Have you broken down your numbers lately?
 - To see where potential revenue could come from.
- Have you set sales goals for your business?
 - This is the easiest way to see where you are, where you want to head and help build the path to increasing your revenue by 10-20%.
- Have you set other Key Performance Indicators?
 - Sales aren't everything. Find other opportunities to track inefficiencies in your business. This can lead to huge savings.

2. Create Predictable Processes

Business is powered by repeatable tasks. If your business relies too much on any one person to be present (as in you) at all times then you need to strengthen your processes.

A potential buyer needs to have confidence in the process, they are buying into. This will also go a long way in increasing who will be interested in buying your business.

- Find a problem
- Collect data
- Evaluate the data
- Implement a new process
- Repeat



3. Lean and Mean Inventory

Increase your return on investment.

Hoarders old inventory won't look good when someone goes to buy your business and finds out you have excess inventory padding your numbers.

- Eliminate old and under utilized inventory
 - Have a tent sale
 - Have a clearance table
 - Return inventory to vendors or manufacturers
- Increase your stocking values in the quickest moving inventory
- (Bonus) Use this new found cash to buy more fast moving inventory and/or to pay down excess debt.

4. Increase Profitability

Extra profit is hiding everywhere, you just have to look a little harder to find it.

- Make sure your inventory and investment mix has a good balance between high and low profitability.
- Showing that your business will be able to easily pay back your buyer in a set amount of time, will help bolster reassurance on the buyer's end.
- Create upsell opportunities for your team that may be small dollar amounts, but high profit percentage.

5. Create A Culture

It's all about creating an environment that your team wants to come to work in everyday.

- Creating a culture that employees love being a part of will help ensure they stick around even after the business is sold.
- Culture that outlasts your tenure with the company is a legacy that few can lay claim to.

(BONUS) 6. Clean Up!

No one wants to buy a mess.

- It's easy to forget all of the mess that can build up around your business over the years.
 - Put together a plan to clean up your business from top to bottom.
 - Is it time for your sign out front to be cleaned or replaced?
 - Start to clean up and clear out everything that is nonessential for making your business tick.
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About Joe Pardo



Business is in my DNA. Being in my family's business since the age of six has given me countless lessons and taught me to look at the world completely differently than most. I live for creating processes, increasing efficiency, helping others and creating win/win situations for everyone involved.

In early-2014 I left my family's \$100 million business to pursue my goals of helping others.

Choosing to leave my family's company was the toughest decision I had ever made. Since going out on my own, I have amplified my business expertise. I've created several successful brands, books, conferences, helped entrepreneurs, and so much more.

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