



## **STAGE 2018**

Selling Tactics And Growth for Exit



# SELLING TACTICS AND GROWTH FOR EXIT

TWO AREAS THAT ENTREPRENEURS AND SME BUSINESSES STRUGGLE WITH ARE SALES AND EXITS. TO MAXIMIZE THE VALUE YOU HAVE CREATED IN YOUR BUSINESS, YOU MUST INCREASE YOUR REVENUE, SO A FOCUS ON SALES MUST TAKE PRIORITY. BUILDING THIS 'VALUE' IS ONE OF THE MOST IMPORTANT STEPS IN PREPARING YOUR BUSINESS FOR EXIT.

Working in industries where clients regularly face these challenges, BDO and Kain Lawyers have partnered to deliver a group mentoring program focused on Selling Tactics And Growth for Exit (STAGE 2018).

## ABOUT

STAGE 2018 is a program delivered by Matthew Michalewicz between March and September 2018.

The STAGE 2018 program helps entrepreneurs:

- ▶ Define, develop and embed a sales process and culture
- ▶ Develop a formal sales pipeline
- ▶ Increase pipeline size and conversion
- ▶ Increase the selling price-point of products and services
- ▶ Increase margins
- ▶ Learn from sales professionals
- ▶ Understand the exit process
- ▶ Understand how to increase the exit price
- ▶ Prepare to be "exit ready"
- ▶ Meet and learn from entrepreneurs that have successfully exited.

## PROGRAM

The program includes :

- ▶ 7 group meetings (full day sessions from 8:00am to 2:00pm) facilitated by Matthew Michalewicz and guest speakers

## PARTICIPANTS

- ▶ Established businesses
- ▶ Operational business model
- ▶ Positioned for fast growth
- ▶ Goal to grow and exit within three years

## PRICING

The total cost of the program for one participant is \$5,500 plus GST (\$6,050 inc GST), paid in full prior to program commencement.

## PRESENTER

[Matthew Michalewicz](#)

Matthew is an international expert in entrepreneurship, innovation, and success psychology. He has established boards that include former heads of state, Nobel Peace Prize winners, and Fortune 500 CEOs, and has a track record of starting businesses from scratch and selling them for tens of millions of dollars.

From 2005 – 2012, Matthew was the co-founder and CEO of SolveIT Software, a supply chain optimisation business he grew from zero to almost 180 employees and \$20 million in revenue before selling the business to Schneider Electric. Under his leadership, SolveIT Software became the 3rd fastest growing company in Australia in 2012, as ranked by Deloitte.

*"It's not the best product or service that wins the game, but the company with the best sales team. Selling is the key to entrepreneurial success - an area most entrepreneurs are weak."*

**Matthew Michalewicz**



The company won numerous awards, and counted among its customers some of the largest corporations in the world, including Rio Tinto, BHP Billiton, and Xstrata.

From 1999 - 2003, Matthew was the co-founder and CEO of NuTech Solutions in the USA, where he raised more than US\$15 million in venture capital and grew the business to almost 200 employees in six international offices. Matthew established an "A-list" board of directors, which included former President of Poland and Nobel Peace Prize winner, Lech Walesa, former National Security Advisor to the President of the United States, Zbigniew Brzezinski, former Bank of America Chairman and CEO, Hugh McColl Jr., and world-renowned fraud expert and subject of Steven Spielberg's blockbuster "Catch Me if You Can," Frank Abagnale. NuTech Solutions was acquired by Netezza Corporation, which was subsequently acquired by IBM Global Services.

From 1994 – 1999, Matthew was the founder and operator of Fitness Forever, a personal training business, and later, the co-founder of CFG Investments, a money management and financial planning company with more than \$150 million under management.

Matthew's business achievements have been recognised by countless publications, including Time Magazine, New York Times, Newsweek, and Forbes. He was named the Pearcey Foundation "Entrepreneur of the Year", Business Journal "40 under 40" list of accomplished business leaders, University of North Carolina "Alumnus of the Year", and Ernst and Young "Entrepreneur of the Year" finalist.

Matthew is the author of several books, including "Life in Half a Second" (Oct 2013), "Winning Credibility", "Puzzle-Based Learning", and "Adaptive Business Intelligence", and lectures at the University of Adelaide as a Visiting Fellow on the subject of technology commercialisation.

## PROGRAM PARTNERS

### BDO

BDO is one of the largest full service accounting and advisory networks in Australia and globally. The BDO network provides clients with access to the resources necessary to tackle any business issues you may encounter in Australia or overseas.

Our South Australian firm has over 180 partners and staff, with significant skills, experience and capabilities across a broad range of industry sectors.

At BDO we specialise in helping businesses, whether startups or multinationals, to grow. Through our own professional expertise and by working directly with fast-track organizations – and the entrepreneurs behind them – we have developed a robust understanding of the factors that govern business growth. Our objective is to use this knowledge to help our clients maximise their potential.

### Kain Lawyers

Kain Lawyers is a specialist legal consulting business that exists to create opportunities for its clients, team and community. Kain creates certainty for you by delivering agreed objectives on time and budget and without getting in the way of your business. Kain Lawyers provides an alternative to the traditional corporate law firm and specialises in complex transactions, advice and disputes. Established in South Australia in 2004 with one lawyer, Kain understands the issues of a growing business, having experienced remarkable organic growth in its relatively short history. It now boasts a team of 28 and is one of the top 20 most active M&A legal teams in the country.

By focussing on succinct, decisive advice, effective strategies and project management techniques, Kain Lawyers help its clients to achieve optimal commercial outcomes on time and budget.



## BDO

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