

# CHAPTER 13 *EXERCISE*

Consider these questions to guide your development of an effective exit conversation, maximizing your company's value and appeal to potential buyers:

Who is drawn to your business and buying your product? If not ideal, what is your strategy to attract the right audience?

1

Are customers making repeat purchases? If not, how will you encourage them?

2

What is the proportion of returning customers? If low, how will you increase it?

3

What are your website metrics? If suboptimal, what changes will you make?

4

Are your consumers loyal fans of your products? If not, what will you do to build loyalty?

5

How many customers do you foresee with an additional channel (high, medium, low)? If not enough, how will you boost it?

6

What revenue target and timeline does a new channel need for success? If inadequate, what are your improvement plans?

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