



Bob Roitblat

Purveyor of Fine Ideas & Experience



Exit Strategy: Five Secrets to Selling Your Business for the Maximum Price™

Keynote, Half-day or Full-day Program

Meet Your Presenter:

For more than three decades, Bob Roitblat has innovated, nurtured, developed and successfully exited more than a dozen businesses. He uses his experience as the CEO of Mainsail Consulting Group combined with his experience as a competitive sailor to draw parallels between building and leading a winning yacht racing team and building and leading a winning business.

Bob helps current and emerging leaders develop business skills that are effective whether the seas are calm or storms are raging. "Yacht racing," he says, "is the perfect metaphor for business success. Businesses, like race boats, require leadership, teamwork and rapid decision-making to be successful. Miles from land, you have only those resources you brought with you and your knowledge of the environment and your competition to eke out as much advantage as you can in a dynamic environment."

Audiences easily connect with Bob because he is interactive and fun. Bob is able to think on his feet and engage the audience with thought-provoking stories, examples and humor.

Why this program:

Do you want to successfully exit from your business after years of hard work? Do you want to build your business to sell? Then this program is for you. During this factual and hard-hitting talk you will learn about creating a strategy for and executing a successful exit for maximum sales value.

Implement the secrets presented during this program to attract more buyers and sell your business for more money. You'll also benefit now by dramatically increasing your efficiency and results.

Key Takeaways - With this program, attendees will laugh, learn and leave knowing how to:

- Position their business to sell for the highest possible price
- Understand why they should design their business to be sellable – from the start
- Identify the types of buyers, their value drivers and their motives
- Describe the profile of the buyer-type most likely to pay the maximum price
- Understand why focusing on future growth potential, not just past performance increases sales value
- Structure their business for a successful exit

Bob Roitblat

(847) 572-3269

bob@roitblat.com

www.roitblat.com



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