



7 Topics

*A must-have conversation
for every business owner*



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By the Numbers

- **Most** small businesses are sole practitioners¹
- **99.7% of all employers** have fewer than 100 employees¹
- **Over 28 Million** businesses in operation²
- **79% of Business Owners** want to exit in the next 10 years²
- **100% of Owners** will stop being owners at some point²
- **17% of all Small Business Owners** have been approached for Succession Planning or Executive Benefits²

¹Source: SBA, United States Small Business Profile, 2016

²Source: BEI, Business Enterprise Institute Survey, January 2016

6 Reasons why only 18% have talked to an Adviser

1. Afraid they will be found out

- *Too much debt, too little planning*

2. Think they should have already taken care of it

- *Too busy working in the business and not on*

3. Think they already have taken care of it

- *After all, they've talked about it and bought some insurance*

4. Concerned they will be sold something

- *People love to buy and hate to be sold*

5. Don't want you to ring the bell

- *They suspect they should be doing more*

6. Don't know how to pay for it

- They want what we have but don't know how to pay for it



Presentation

I don't know *if* or *how* I can help you. But, I do know that:

- People who plan ahead have better results and live more enjoyable lives than those who wing it.
- Wouldn't you agree?
- Great! Let's get started.
- Today's meeting is to identify your priorities and will last ____ minutes.
- Nothing will be bought or sold today.

Value Statement

I help (their industry/business) owners:

- Make more money
- Keep more of what they make
- Protect it along the way
- Ultimately to get out of business (or retire) the way they picture it

Sometimes, you can make more money by paying less in taxes than you can by making more money!

Sometimes, you can make more money by lowering your expenses than you can by making more money!

Sometimes, you can make more money by reducing your risks than you can by making more money!

Meeting Agenda

- Manage Expectations
- Red Flags
- Planning Ahead Process
- Taking Action
- Our Next Meeting

7 Topics: *Must-Have Conversation for Every Business Owner*

1. **How to exit the business:**
How, when, to whom, how much
2. **Protection from losing key person:**
Those you would miss most
3. **Estate & personal benefits:**
Estate planning & personal perks
4. **Getting money out**
How to take money out of the business
5. **When you can't work:**
Disability, death, other reasons
6. **Executive benefits:**
Attract & retain the best talent
7. **Employee benefits:**
Financially fit employees are productive



7 Topics: *Must-Have Conversation for Every Business Owner*

Priority

1. How to exit the business:
How, when, to whom, how much
2. Protection from losing key person:
Those you would miss most
3. Estate & personal benefits:
Estate planning & personal perks
4. Getting money out
How to take money out of the business
5. When you can't work:
Disability, death, other reasons
6. Executive benefits:
Attract & retain the best talent
7. Employee benefits:
Financially fit employees are productive



7 Topics: *Must-Have Conversation for Every Business Owner*

	<u>Priority</u>
1. How to exit the business: <i>How, when, to whom, how much</i>	10
2. Protection from losing key person: <i>Those you would miss most</i>	9
3. Estate & personal benefits: <i>Estate planning & personal perks</i>	7
4. Getting money out <i>How to take money out of the business</i>	10
5. When you can't work: <i>Disability, death, other reasons</i>	6
6. Executive benefits: <i>Attract & retain the best talent</i>	8
7. Employee benefits: <i>Financially fit employees are productive</i>	5



7 Topics: *Must-Have Conversation for Every Business Owner*

Priority

1. **How to exit the business:**
How, when, to whom, how much
2. **Getting money out**
How to take money out of the business
3. **Protection from losing key person:**
Those you would miss most
4. **Executive benefits:**
Attract & retain the best talent
5. **Estate & personal benefits:**
Estate planning & personal perks
6. **When you can't work:**
Disability, death, other reasons
7. **Employee benefits:**
Financially fit employees are productive

10

10

9

8

7

6

5



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- **Our Next Meeting**



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