

**The Trials
and Triumphs of
Positioning Your
Company for Growth
and Acquisition**

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Surround Yourself with Great People

- Look for individuals who have more talent than you do in areas you lack.
- Use an interview guide to avoid hiring based on first impressions.
- Once on board set clear expectations and hold individuals accountable for performance.
- Expect more and you will get more.
- Give more and you will get more.

Invest in “Best of Breed” Technology

- You have to have great technology to support this awesome staff you hired.
- Our phone switch story
- Why that’s important for an exit strategy
- The rule applies to software.
- What to do if you develop your own software

Marketing, Marketing,
Marketing

What to do now if you want to sell your company in the next 3-5 years

- Start having annual audits performed.
- Do an internal audit on your company's hardware, software & HR manuals.
- Build a case study of what makes your company more valuable than just the numbers.

What I would do differently if I ever sold a business again

- Continue to run your company for growth, not to sell.
- Make sure to do accurate projections.
- Don't tell anyone who doesn't have to know.
- Only tell general employees the day before.
- Be prepared to walk away from the deal.
- Stay focused on your business even if it means working on deal points on the side.

What it takes to find a good broker

- Understand right from the beginning how important this group is.
- Do your research. Talk to attorneys & accountants who work with these companies.
- Talk to others who have sold their businesses.

Doing a few things right now
to ensure that when you are
ready to exit your business
you can have a great
experience