

SAAGNY

(SAAGNY, CPPA, NEPPA, PAPP, TRASA)



Consolidation Trends.

**Today's Business
Combination
Alternatives.**

**Practices to adopt and
strengthen your
business for your chosen
future.**

**THURSDAY OCT. 1st
12:30p – 1:30p**

**Register through your
Regional Association**



Your Instructor



Alan Chippindale

After an early career in marketing communications sales and sales management, Alan (as a principle and business development executive) helped build Proforma and BrandAlliance.

Now, Engage & Excel Enterprises is the industry leading talent and M&A agency providing a range of growth resources to the top sales organizations in the promotional / incentive industry.

The entire Engage & Excel team has been full training and certified in all of the [Josh Bersin Academy](#) (global professional development for new-age HR). See our LinkedIn profiles for detailed certifications. We are learning from and participating with thousands of HR leaders across the globe.

Connect with Alan on LinkedIn and visit our websites to explore your growth.

Outcomes

Trends and materials to help your distributorship grow,
consider business combination (or succession)
alternatives

Outline:

1. Consolidation – Why? Pros & Cons.
2. Familiarize and take with you LifeForce Your Marketing Agency eLearning course.
3. Discuss Distributor Business Combination Alternatives.
4. Explore Business Growth Strategies.

Consolidation

Why? Pros & Cons

Discussion:

1. Why?

- Inefficient and challenged to keep up with change and new world.
- Credit and cash flow challenges (before and after Covid).
- Increased desire by distributors to grow and solidify their future.

2. Pros.

- Improve efficiency, effectiveness and scale potential of our marketing medium.
- In theory everyone will become more profitable.

3. Cons.

- Increasingly difficult to compete as an individual small distributor.

eLearning Course

The screenshot shows the landing page for an eLearning course titled "LifeForce Your Marketing Agency". The background image depicts two hands in business suits holding a green telescope. The word "SUCCESSION" is faintly visible in the background. In the top left corner, there is a logo for "LEARNING ENVIRONMENT" with the tagline "It's a Science". In the top right corner, there are navigation links: "Admin", "My Courses", and "Preview as" followed by a user profile icon. The main title "LifeForce Your Marketing Agency" is prominently displayed in white. Below it, the subtitle "Maximizing Value for Eventual Sale" is shown. Two buttons are present: a white "Watch Promo" button and a teal "Enroll in Course for FREE" button. At the bottom, the text "A Complete Guiding Process to" is followed by "SELLING YOUR BUSINESS" in large, bold, green capital letters.

LEARNING ENVIRONMENT
It's a Science

Admin My Courses Preview as

LifeForce Your Marketing Agency

Maximizing Value for Eventual Sale

▶ Watch Promo

🛒 Enroll in Course for FREE

A Complete Guiding Process to

SELLING YOUR BUSINESS

Let's take a look, as a basis for our discussion

<https://engage-excel-elearning.teachable.com/p/lfyoma>

Business Combination Alternatives



Business Combinations

Common reasons for business combinations:

1. *Enhanced growth: more time to sell, resources and support.
2. Free up cash flow burden: credit, AP, billing and AR collections.
3. In some cases, lead generation and/or new accounts.
4. The ability to compete at a higher level.

How is M&A Different? And the Hottest Trend Now

The value of the business combination + value for your business:

1. Let's assume greater growth = greater income for owner(s).
2. Plus a value for the business (ie: 20% GP per yr., for 3-4 years)
3. The power of (i) growth, (ii) greater income plus (iii) value for the business.
4. Start realizing business value sooner, while still involved, versus waiting (and potentially risking) for the possibility later on, when you want to exit.

Explore Business Growth Strategies

Considerations:

1. Have a plan to grow and build business value.
 - LifeForce Your Marketing Agency eLearning Course
2. Align with growth resources.
 - Business Combination Alternatives
3. Enter the \$90B incentive recognition space
 - Learn more at <https://engage-excel-elearning.teachable.com/p/incentiveengagement>

www.ExploreBusinessGrowth.com