



JULY 18-19, 2017 M&A PRACTICE SERIES

Best Practices to Manage and Grow Your M&A Business

The Alliance of M&A Advisors is pleased to announce the first program in our new M&A Practice Series, **“Best Practices to Manage and Grow Your M&A Business.”** This special day and a half event takes place preceding the 2017 Summer Conference in Chicago, Illinois. This exciting new program will be taught by Doug Robbins, President of Robbinex; Chris Blees, President of BiggsKofford; and Mike Adhikari, President of Illinois Corporate Investments, Inc. Join this panel of experts who bring more than 75 years of industry experience, as they lead the class through processes, tools and marketing strategies to successfully build and grow an M&A business.

Reserve Your Spot Now!

[CLICK HERE TO REGISTER](#)

**Attending the 2017 Summer Conference?
Special Pricing Available!**

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Questions? Contact Kathleen Hoke at khoke@amaaonline.org or 312.856.9590

Date & Time

Tuesday, July 18
8:00 AM – 6:00 PM

Wednesday, July 19
7:30 AM – 12:00 PM

Breakfast and Lunch will be provided both days

Special Pricing

\$495 w/ Conference Registration

\$895 Member Rate for M&A Practice Series Only

\$995 Non-Member Rate for M&A Practice Series Only

Location

Drake Hotel
140 E. Walton Place
Chicago, IL 60611

Special Room Rates Available

Earn 14.5 CPE Credits!

THE ALLIANCE OF M&A ADVISORS

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Suite 300
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ALLIANCE OF MERGER & ACQUISITION ADVISORS®

M&A PRACTICE SERIES: COURSE OUTLINE

<p>Creating Various M&A Working Agreements</p> <ul style="list-style-type: none"> • Listings and Mandates • Key Phrases in Valuations • Confidentiality Agreements • Rules of Engagement • Acquisition Search Agreements 	<p>The Markets</p> <ul style="list-style-type: none"> • The Difference Between Market Sizes • Understanding Your New Competitors • Differentiate Yourself • Qualifying a Business as a Client
<p>Marketing Programs</p> <ul style="list-style-type: none"> • What Works and Why • A Review & Analysis of Advertising • Promotions • Seminars/Workshops • Telemarketing & Direct Mail • Social Media • Websites • Networking • Public Speaking 	<p>Tools of the Trade</p> <ul style="list-style-type: none"> • Contact Relations Management Software (CRM's) • Virtual Data Rooms (VDR's) • Data Bases • Resources • Back Room Support • Advertising Resources • Valuation Software • Franchises • The Importance of Associations
<p>The Importance of Valuations</p> <ul style="list-style-type: none"> • It is estimated there are more than 30 valuation methods being used to value a business. A quick review of five of the most common valuation methods • A closer look at the most common valuation method being "A Multiple of EBITDA" (with the "supposed science" being the method of calculating the multiple) • While NAP (no asking price) Programs prove most valuations to be inaccurate, understanding why a valuation is still a valuable component of the selling process • Why Robbinex Employs a Psychologist 	<p>Selling Skills Simplified</p> <ul style="list-style-type: none"> • Position Yourself as the "Voice of Authority" in Your Market • Creating and Maintaining a "Trusting Relationship" • Communications Skills Applied to Selling Your Services and Selling Your Clients Businesses
<p>Selling the Business</p> <ul style="list-style-type: none"> • Understanding the needs of both Buyers and Sellers and developing processes to meet their needs • A review of Robbinex's, "Seven Step Selling Program" and how it controls the process 	<p>Controlling the Process</p> <ul style="list-style-type: none"> • The Bowtie Program • Managing Clients and Buyers • Managing the Professionals • Closing the Transaction and Getting Paid
<p>Memorandum of Understanding (MOU's)</p> <ul style="list-style-type: none"> • The Problems with LOI's and EOI's • The Importance of Transaction Structuring (Assets vs. Shares) • Off Balance Sheet Items • Creating a MOU 	<p>The Ongoing Evolution of the M&A Profession</p> <ul style="list-style-type: none"> • Research illustrates there are at least 25 different & distinct job descriptions • M&A is a team sport • A typical mid-sized transaction consumes on average 600 working hours
<p>Regulations</p> <ul style="list-style-type: none"> • A Summary of the Current and Probable Future Regulations 	

M&A PRACTICE SERIES: OUR M&A EXPERTS



Douglas Robbins,
FCBI, MCBC, M&AMI, CM&AA, CSBA, CMEA
President & Founder
Robbinex Inc.

Robbinex was initially founded in 1974 as a sell-side broker. As the firm evolved, Robbinex began to focus on process (they are the only ISO 9001 Certified M&A firm in the world). Robbinex' processes have evolved around an internal team of specialized professionals including CPA's, Analysts, Researchers, Valuators, Brokers, an Engineer, and a Psychologist. Their circle of outside support is vast, including legal, environmental, software, IT, marketing, specialized consulting, and public relations. This team is currently supporting 2 affiliate offices. Today, the firm has complete more than 1,000 assignments mostly in the lower mid-market (Enterprise values \$2.5 to \$25M) including more than 400 sold assignments, and enjoys revenue from numerous activities arising from its process of understanding and serving potential clients' real needs/issues.



Christian W. Blees,
CPA, CM&AA
Director of Mergers & Acquisitions
BiggsKofford

In 2002, Chris successfully transitioned from CPA to M&A Advisor and launched an M&A Advisory firm from inside the CPA practice. Today, BiggsKofford Capital continues to operate as an integrated subsidiary of the CPA firm and has closed hundreds of transactions for both CPA clients and non-clients alike. Chris currently serves as Managing Partner of both BiggsKofford Capital and BiggsKofford CPAs, he is the lead instructor for the Certified M&A Advisor program, and co-author of the Middle Market M&A Handbook. Chris is a Licensed Investment Banker (Series 7 and 79) with Aaron Capital.



Mike Adhikari,
CM&AA
President & Owner
Illinois Corporate Investments, Inc.

Mike Adhikari is the President and owner of Illinois Corporate Investments, Inc., a mid-market M&A Intermediary firm handling transactions valued up to \$100 million. Prior to his 15+ years in the deal business, he held a variety of operating and senior management positions with a Fortune 500 manufacturer of graphic arts equipment and supplies. He is the developer of Business ValueXpress, a one-of-a-kind business valuation software. His analytical business valuation work has been widely quoted, among other places, in the Wall Street Journal and in the US Congress. He teaches at the Kellogg Business School of Northwestern University. Mike is an investor in Acoust-A-Fiber.