

Up to date information about our seminars is on our website at [www.obk.co.uk/seminars](http://www.obk.co.uk/seminars)

## SEMINARS FOR BUSINESS OWNER-MANAGERS

**Early Bookers**  
receive a valuable  
business book\*

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**“OBK seminars  
always fire me up and  
make me re-think the way  
I do business.”**

*Danny Bishop Alliance Cleaning*

\* See booking form for early bird deadlines.

## GROW YOUR BUSINESS AND GET A LIFE! – IN A RECESSION?

- Recession, **what recession?**
- Why recession is a time of great **opportunity**
- Why some businesses **thrive** while others **die**
- Why you will never succeed if your business's **purpose** is to earn a **profit**
- Re-tuning your business **model**
- How to **differentiate** yourself from your competitors
- **Alternatives** to discounting
- Giving your customers a reason to buy
- **Growing** through acquisitions
- The **9 secrets** of the most successful business owners

## BUILDING A SALEABLE BUSINESS

- Why your business must be **saleable** even if you want to keep it.
- Developing an **exit plan** – your options
- How businesses are valued
- Working the **levers** of business value
- Understanding and shifting business **dependency**
- Systems systems systems
- Does **size** matter?
- What a buyer of your business will look for
- **Grooming** a business pre-sale
- How to **maximise** the value of your business
- The business sale process – **the rules** and why you don't have to play by them

*These seminars draw upon real life case studies to illustrate points made.*

### What others have said about our seminars:

“Very innovative ideas to put to the average business person. Should open a few minds to develop their business”

“Very impressed by the quality of the presentation”

“Brilliant last time, even better this time”

“A lively informative seminar on a serious subject but made enjoyable with occasional humour”

“They understand business and they understand what is important to people in business. Business people first, financial experts second”