

Positioning for Selling

Selling your business can be complicated in many ways. One thing that doesn't have to be complex is how you position and promote it to potential buyers.

Our team at Slice has worked with CEOs who are preparing to sell their businesses, either to strategic buyers or to private equity investors. Our work is aimed at getting you a high return.

Approach

Buyers and investors want to know where a company is positioned in the market. They do not have the time or patience for a long drawn-out explanation. We work with our clients to create a messaging package that is clear, concise, and compelling for communication with all audiences. It includes:

- **Positioning Statement** - One sentence that clearly communicates what makes your company different and special.
- **Point-of-View** - People buy or buy from companies that believe the same things they do. This simple statement communicates what the owners believe and why they do what they do.
- **Supporting Messages** - There are typically 3-5 other things people need to know if they are going to be interested in working with your company. These must be clearly articulated and communicated again and again.

Once we have established your messaging trinity, we will update all of your marketing communications materials to be aligned with them: website, social media channels, sales materials, press releases, etc. This will show potential buyers that you know who you are and have your act together.

Services

We exist to get people to pay attention. When you are ready to start the process of selling your business, we will make sure people know about the company. Not only will you get the attention of potential buyers, you will also likely generate new customers.



Public Relations

We will generate earned media coverage for you and your company in trade, financial,

and/or regional media. This will showcase your company and improve your credibility.



Social Media

We will manage your LinkedIn, Facebook, Twitter, Instagram, Pinterest, and/or

other networks. Your company will be perceived as active and have a valuable online community.



Email Marketing

We will set up and manage your email marketing effort to send regular messages

to prospective investors, current customers, sales targets, and influencers. This will keep you top-of-mind.



Cassandra Bailey
CEO, Slice Communications
cbailey@slicecommunications.com
215-600-0050



Giulia Umile
COO, Slice Communications
gumile@slicecommunications.com
215-600-0050