

PRE-EXIT · 18

Exit-Readiness Strategy

The 12–24 months before exit are long enough to move the metrics buyers price.

THE QUESTION IT
ANSWERS

Which two or three commercial metrics can we still move before we go to market?

THE METHOD

Move the metrics, then prove them

Step 1

Stop

Cut channels and campaigns that miss acceptable cost per opportunity.

Step 2

Reallocate

Move budget to best-fit segments and efficient channels.

Step 3

Lift conversion

Win rate, price and discount discipline inside the existing pipeline.

Step 4

Expand the base

Expansion and pricing plays into current customers.

Step 5

Evidence

A clean metric history that holds up in diligence.

WHAT WE DO

Choose the metrics with the largest effect on exit value

Focus seller development on the middle performers

Run expansion and pricing plays into the base

Build a monthly evidence trail for the data room

WHAT YOU RECEIVE

Exit-readiness plan with KPI targets and trajectory

Channel reallocation plan

Seller performance programme

Board-level progress scorecard

METRICS MOVED → ENTERPRISE
VALUE

Win rate and price: the strongest revenue levers in the pipeline

NRR and CAC payback: the efficiency metrics buyers price

Multiple: a trajectory, not a single good quarter

TYPICAL TIMELINE

12–24 months before exit

PROOF

Trackunit: gross profit nearly doubled 2017–2019 and EBITDA passed DKK 100M in 2020, ahead of the 2021 sale, while Asbjørn advised on brand, strategy and go-to-market.

Let's talk about your commercial foundation.

Asbjørn Severin · Commercial Operating Partner

asbjorn@andseverin.com

+45 3112 6763 · andseverin.com