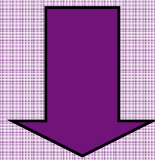


# KWS Sales Process

## The KWS Sales Process has 3 key stages

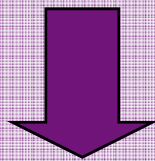
### Discovering

This initial stage is all about getting to know you and your business, why you are selling and what you hope to achieve. We also conduct some initial research into the marketability of your business and provide some guidance as to its potential value.



### Marketing

We use our extensive database and research resources to identify and contact approximately 2500-3500 prospects with a confidential Sales Teaser. This phase is designed to build a list of potential purchasers interested in acquiring your business. The KWS team also produce a comprehensive, sales focused prospectus which is sent to all interested parties once a non disclosure document has been signed. We will then liaise with these potential buyers with the aim of obtaining indicative bids for your business.



### Completing

The KWS team will take the lead throughout the negotiation process and assist you in making the decision of which bid to proceed with. We will then continue work closely with all parties to ensure that progress is made and momentum maintained to achieve a successful completion.

