



When to Tell Employees

Increased Price – Better Odds

Assisting in your Journey to a Successful Exit



Guidelines for Telling Employees

- FUD: Fear, Uncertainty and Doubt can take their toll
 - It can take months for a sale, too much time for employees to fixate on it
- Best to disclose sale near the end or at close
- But I recommend not lying about it when confronted
 - Deflect, stall or obfuscate, but don't lie
 - Or bring employee "under the tent"

What to Tell Employees

- In most cases you can truly tell employees that there will be
 - Greater resources
 - New ideas, products, channels, marketing efforts, etc.
 - Renewed energy
 - Generally better career opportunities
- Bonus out good employees that will be leaving

Joint Announcement

- Coordinate with buyer on joint announcement
- Bar-B-Que, luncheon or get-together useful
- One-on-one employee meetings with buyer very useful
- Buyer should immediately address employee concerns such as health benefits, paid time off, bonus plans, and other “expected” benefits