

# Success factors when exiting your coach training company

I started coach training 2003 and we have an ACTP-program where I have trained some 1200 participants in small groups of 12. In retrospect, the points below were things that I went through when exiting from my company in December 2021. It is not meant to be a check-list for you as you may well do things differently.

One thing that might be specific in my situation and have an impact (on points 2 and 12) is that I will continue working 25-50% from a different company, delivering coaching, supervision and some other not accredited coach training program.

1. Identify the purpose of the sale. It also helps you to overcome the emotional turbulence.
2. Clarify the interface if you want to continue within the field without crossing boundaries of exclusive rights.
3. Make an independent evaluation.
4. Develop selection criterias for potential buyers ("headwork").
5. Make a long list of potential buyers ("heartwork").
6. Make a timeline.
7. Allocate time to the process. (My way was to keep a log of activities I did and time I set aside. That helped me move forward and stay focused.)
8. Contact potential buyers and learn from dialogues.
9. Write an agreement based on how you want the outcome.
10. Google on companies selling contract templates. Pour your handmade contract into a decent template.
11. Get legal support to cover what you have not thought of and have a lawyer to rephrase.
12. Find out how the taxation of the selling could be minimized. (I avoided tax in Sweden by starting a subsidiary, transferring the assets and immaterial rights to that company and then selling the subsidiary. That way payment went into the parent company without taxation.
13. Preferably do not agree to installments. If you are forced to that, only accept a minor part later. In my case I accepted 15% to be payed a year after settling the agreement. Reason being the buyers wanted to be sure I would fulfill obligations regarding train the trainer. I linked the remaining part of the payment to the share capital and held on to 15% of that.

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