

Trainual

How Trainual helps businesses sell faster

and buyers have more peace of mind.

Learn how to:

- ✓ Instill trust in potential buyers and increase valuation
- ✓ Package operational knowledge into an easy-to-hand-off manual
- ✓ Shorten time to sale

For some entrepreneurs, selling the business might be the ultimate goal. But attracting the right buyer (who sees the actual value of a business and is willing to pay the right price) can be quite an obstacle. So, how exactly do you make a business appealing to buyers?

Meet Adam Arkfeld, founder and former president of ParaCore — a digital marketing agency that started in 2009 as a web development business. In 2016, Adam pivoted his services to pay-per-click and eventually sold the company in 2022.

We recently spoke with Adam about starting, growing, and selling ParaCore. He shared three crucial ways Trainual helped him sell his business:



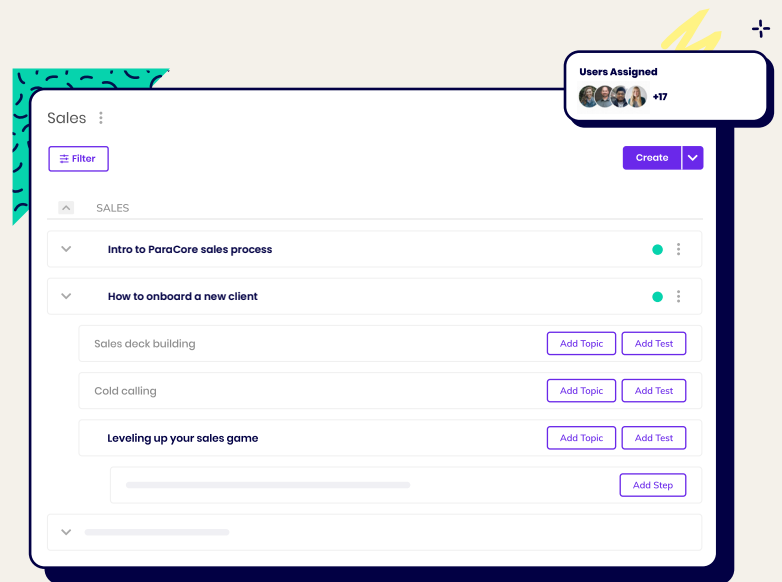
1. Trainual solidified company knowledge for the buyer.

As a process-oriented leader, Adam always emphasized the importance of documenting processes at ParaCore. It was even part of their company DNA. "One of our core focuses at ParaCore was 'Don't teach anything twice,'" Adam said. But he didn't have a central place for keeping the documentation accessible.

So, Adam decided to partner with Trainual as a way to organize and share their company knowledge. "I spearheaded documentation in Trainual," he explained. "People got used to it, so I had them create a video or update the documentation."

As a result, the ParaCore team had a blueprint for running the business and a solidified place for keeping and transferring knowledge. This made the company even more attractive to a prospective buyer since proper documentation made the business more credible.

As a result, the ParaCore team had a blueprint for running the business and a solidified place for keeping and transferring knowledge. This made the company even more attractive to a prospective buyer since proper documentation made the business more credible.



"When buyers start asking a million questions about the business, you can say, 'We have all that documented in Trainual.' It builds confidence."

Documentation also makes it easier for prospects to learn about the business. For example, Adam gave his prospective buyer access to ParaCore's Trainual account. The buyer could then review their documentation and training, experience their company culture, and deeply understand how the business operates.

"With Trainual, buyers could get up to speed on what we were doing," Adam explained. As a result, the prospect could see the actual value of the business — and quickly transfer that knowledge to the rest of the team when the purchase was final.

"With Trainual, you never have to ask about the process again. You can say this is where the company knowledge lives."



2. Trainual provided buyers with an onboarding system.

Potential buyers who are considering your business will seek strong financials, market fit, and future potential. But it's also tremendously valuable when they see a well-documented onboarding system. "This way, they can train their team but also train themselves," Adam said.

With Trainual as an onboarding tool, potential buyers experience less friction during the knowledge transfer process and they can even use Trainual after the purchase to quickly onboard new employees.

Why is this appealing to buyers? **Because fast and efficient employee onboarding saves new owners time and money**, especially if they're onboarding several new team members. In fact, it can cost roughly \$3k and 100+ hours per employee for the onboarding process alone.

But with Trainual, you provide a complete onboarding system that's already been tried and tested. Plus, it automatically walks trainees through the material and tests their knowledge. That means you can easily hand off the system, and new owners can leverage it immediately.

"Onboarding with Trainual was the biggest benefit since you can push employees back to the training," Adam explained. This way, new owners can come, train their team correctly, and provide a reference when processes go awry.

"One of the buyers went into our Trainual and watched the training videos to get a sense of the company culture and how we operated."

3. Trainual helped instill trust in potential buyers.

Looking back, Adam says trust played one of the most significant roles in selling his business. "You have to trust that buyers are going to pay you, and buyers have to trust that you sell them what they expected," he explained. But how do you instill trust in the buying process?

For Adam, it comes down to complete transparency – and Trainual helped him achieve that. "Trainual shows buyers how you operate and how you are as an owner," he told us. "Because when you're organized and dialed in on your business, the buyers' trust improves."

In other words, Trainual shows buyers you have your ducks in a row. It demonstrates how you operate, who does what, and why you do what you do. That way, prospects know precisely what they're getting and feel more confident in the purchase as a result.

"Trainual is a key way to establish trust in a business transaction."

Trainual helps entrepreneurs like Adam establish a business playbook, so their businesses can run without them. For some, "run without them" might mean stepping away from the day-to-day. But for others, it's the opportunity to step out of the business entirely. And with Trainual, they essentially have a ready-to-hand-off owner's manual when the right buyer comes along – adding a ton of extra value for a more successful sale.



Learn more at



trainual.com/ibba

Trainual