

Marketability Sprint: 3 Moves SMBs Can Make This Week

Welcome back to the General Ledger. Today we're cutting the fluff and giving you three concrete moves you can execute in the next seven days to make your company instantly more attractive to buyers, investors, and premium customers.

No theory. No motivational posters. Just a tactical sprint you can start as soon as this episode ends.

Why Speed Matters - Mid-market deals are closing faster than ever. A clean, tech-enabled, risk-mitigated business commands a higher multiple and spends less time in due diligence. Let's jump in.

1. Plug AI Into Your Revenue Engine

First play: drop a low-code generative-AI layer into your front-of-funnel. AI-personalized outreach has been shown to lift marketing productivity by 5-15 percent; nearly 70 percent of e-commerce firms already see efficiency gains.

Action Plan (5-Day Sprint)

- Day 1: Pick a ready-made tool (HubSpot AI, Jasper Campaigns, or Apollo AI Sequences).
- Day 2: Feed it 20 of your highest-converting emails or ads as training examples.
- Day 3: Generate three personalized outbound templates per key customer segment.
- Day 4: A/B test against last week's plain-vanilla copy.
- Day 5: Keep the winner, set the tool to auto-iterate weekly, and track lift in replies or booked calls.

You'll look tech-forward in an exit deck, slash manual labor hours, and create data that proves your growth engine isn't hostage to the founder's late-night copywriting.

2. Run a "Cyber Hygiene Blitz"

Second move: tighten security before a buyer's pen-test nukes your valuation. Cyber due-diligence failures are killing deals and the average data-breach cost now runs into the millions.

Five-Day Blitz

- Day 1: Turn on multi-factor authentication across every cloud app.
- Day 2: Patch all critical software updates; verify firewall rules.
- Day 3: Export a list of third-party integrations; kill anything unused.
- Day 4: Draft a one-page "Security Posture Summary" (frameworks used, last audit date, incident-response owner).

- Day 5: Encrypt key data stores and run a simulated phishing email to benchmark employee click-through.

Come demo time, you hand over that one-pager and buyers see discipline, not a ticking time bomb.

3. Clean & Package Your Financials

Third play: spotless books. Clean, honest financials bump up valuation and credibility—buyers walk or slash offers when the numbers wobble.

Five-Day Books-Polish

- Day 1: Reconcile every bank and credit-card account to the penny.
- Day 2: Remove personal perks from the P&L; tag them as add-backs.
- Day 3: Produce a rolling 12-month cash-flow forecast and KPIs (MRR, gross margin, CAC:LTV).
- Day 4: Export clean PDF copies of the last 24 months of P&L, balance sheet, and tax returns; drop them in a deal-ready data room (SharePoint, Google Drive, or FirmRoom).
- Day 5: Have an external CPA review and stamp “Verified.” One external opinion = instant trust.

By Monday you’ll have a data room buyers can underwrite in an afternoon—no pro-forma gymnastics, just facts.

Recap: AI-fuel your funnel, lock down cyber risk, scrub your books. Three sprints, one week, measurable lift in marketability. Pick one to start today, knock it out, and DM us your before-and-after metrics. Next episode: how to turn these quick wins into a 90-day valuation surge. Until then—execute.