

## Sell Your Business For More Than Its Worth

"Sell Your Business Your Way features a treasure trove of sample documents, adaptable forms, and - whether you plan to hire one consultant or dozens - a resource listing hundreds of business brokers, valuation firms, accountants, investment firms, debt-financing sources, and much more."--Jacket.

A hands-on tool for conducting the successful, profitable sale of a business As business owners gray, trends have shown that they start thinking of cashing out. Selling Your Business For Dummies gives readers expert tips on every aspect of selling a business, from establishing a realistic value to putting their business on the market to closing the deal. It helps them create sound exit plans, find and qualify, find and qualify a buyer, conduct a sale negotiation, and successfully transition the business to a new owner. The accompanying CD is packed with useful questionnaires, worksheets, and forms for prospective sellers, as well as a blueprint for customizing and assembling information into business sale presentation materials sale presentation materials --including snapshots of revenue and profit history, financial condition, market conditions, brand value, competitive arena, growth potential, confidentiality agreements, and other information that supports the sale price. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Freedom. It's the ability to do whatever you want, whenever you want. It's the ultimate reward of selling your business. But selling a company can be confusing, and one wrong step can easily cost you dearly. The Art of Selling Your Business: Winning Strategies & Secret Hacks for Exiting on Top is the last in a trilogy of books by author John Warrillow on building value. The first, Built to Sell, encouraged small business owners to begin thinking about their business as more than just a job. The Automatic Customer tagged recurring revenue as the core element in a valuable company and provided a blueprint for transforming almost any business into one with an ongoing annuity stream. Warrillow completes the set with The Art of Selling Your Business. This essential guide to monetizing a business is based on interviews the author conducted on his podcast, Built to Sell Radio, with hundreds of successfully cashed-out founders. What's the secret for harvesting the value you've created when it's time to sell? The Art of Selling Your Business answers important questions facing any founder, including— • What's your business worth? • When's the best time to sell? • How do you create a bidding war? • How can you position your company to maximize its attractiveness? • Who will pay the most for your business? • What's the secret for punching above your weight in a negotiation to sell your company? The Art of Selling Your Business provides a sleeves-rolled-up action plan for selling your business at a premium by an author with consummate credibility.

Are you thinking about selling your business? This 90-minute read is filled with practical, step-by-step advice that will help you get the most cash for the blood, sweat, and tears you've invested. Gerry T. Pandaleon, CPA, CMA, FCPA, brings three decades of experience as a CPA, controller, and CFO to this user-friendly guide to selling your business. Her lively, arm-around-your-shoulder style teaches you how to build equity into your business while preparing it for sale. Every page weaves actionable advice with from-the-trenches examples so you can avoid stress and make your business more valuable to a buyer. In How to Sell a Business For What It's Really Worth you will discover: \*The first (and smartest) thing you must do once you decide to sell \*How to steer clear of pitfalls that make buyers walk away \*Why buyers have different hot buttons, and how to react to them \*17 questions you must answer before you put your business up for sale \*Why the golf course method of business valuation is not enough \*How your financial statements can reveal where to build equity \*Which sticking point can cost the most money and headaches - and how to control it \*Why it's smart to negotiate a consulting fee for yourself \*How to choose who stays and who goes in a merger \*The one simple tactic that moves a dragging deal forward \*10 red flags that you should not go through with the sell \*Why you should sell a failing business instead of fold it \*12 interview questions you must ask your advisers \*The Dance of the Deal: what to expect in a typical scenario \*How to exit with grace and dignity You will also get instant access to interactive, downloadable spreadsheets: \*Business Selling Timeline: list and track your business-selling activities \*Partial-Sell Calculator: translate a buy-in offer into actual dollars Work through this book and you may find yourself owning a business that is so well-run and profitable that you decide not to sell it.

What's YOUR story? In the hypercompetitive world of Silicon Valley, this question has replaced "What's your pitch?" It's another way of asking, "Who are you?" The art of the pitch is nothing short of a survival skill. If an entrepreneur can't convince an investor in 10 minutes that a business idea has potential, that is often the end of it. If a project manager in a large enterprise can't win support from other stakeholders, his or her project is at risk. You always need to be selling yourself, pitching your partners or your clients to work with you, or pitching what makes your new business an exciting and worthwhile investment. You may not realize it right now, but you do have a one-of-a-kind story to tell, one that makes you stand out from everyone else—a unique tale that makes you, your product, or your business unforgettable. In One Perfect Pitch, Marie Perruchet will help you discover it, hone it, and present it, so that you get buy-in from colleagues and potential investors. Learn: • How to mine the worst experiences of your life for your pitch • How to tell me, show me, and sign me up in one minute • How to make a good impression through any medium • The dos and don'ts of pitching etiquette—and how to correct common mistakes • The unspoken rules in Silicon Valley A former mentor at 500 Startups, where she was a pitching coach to world-changing companies at one of the largest incubators in the U.S., Perruchet shares her proven methodology, insider advice, and hands-on exercises. She provides a step-by-step framework that ensures you are pitch perfect whenever you need to sell an idea, a product, a business—or yourself. Marie Perruchet is the founder of One Perfect Pitch, a San Francisco-based consulting firm. Drawing on her experience as a BBC journalist and news correspondent, she works with business executives to shape their stories and deliver effective pitches. As a former mentor at 500

## Where To Download Sell Your Business For More Than Its Worth

Startups, the largest accelerator program in the U.S., she helped prepare startup founders and entrepreneurs for Demo Day, when they pitch venture capital funds and angel investors. Her clients include multinationals, tech incubators and accelerators, startup founders and entrepreneurs, and portfolio companies. Perruchet also coaches C-level executives from around the world and has been featured in the Wall Street Journal, Marie Claire, and Le Monde.

Shows that knowing the principles of selling is a prerequisite for success of any kind, and explains how to put those principles to use. This title includes tools and techniques for mastering persuasion and closing the sale.

Start Marketing NOW on the World's Fastest-Growing Website! You thought Facebook, YouTube, and Twitter were big? Pinterest is outpacing them all. As a marketer, you can't afford to ignore this amazing new platform. Why should you start marketing right now on Pinterest? In a word: MORE. You'll drive more traffic, get more customers, and make more money than ever! Pinterest Power provides all the tools, tips, and strategies you need to get going--right now, the right way. "Pinterest has unimaginable potential as a marketing and customer relationship building tool. In this fantastic book Jason and Karen reveal their highly effective blueprint for using it the right way. This is the guide to Pinterest that I'm having my staff read." -- JIM COCKRUM, bestselling author of Free Marketing: 101 Low and No-Cost Ways to Grow Your Business "Pinterest is one of the hottest and fastest social tools on the Internet today. It's growing faster than Facebook did, and you don't want to be left behind. Jason Miles will show you step-by-step how he uses Pinterest to make money online." -- SKIP MCGRATH, author of Three Weeks to eBay Profits

'The Profit Speaks is a blueprint for anyone that wants to increase market share, become more profitable, and sell their business for Top Dollar! This extraordinary book demonstrates how to increase profits, plan your exit strategy, and sell your business for maximum value in the quickest time possible in an easy to understand step-by-step approach.

Buying and Selling a Business reveals key strategies used to sell and acquire business investments. Garrett Sutton, Esq. is a best selling author of numerous law for the layman books, and he guides the reader clearly through all of the obstacles to be faced before completing a winning transaction. "Buying and Selling a Business" uses real life stories to illustrate how to prepare your business for sale, analyze acquisition candidates and assemble the right team of experts. The book also clearly identifies how to understand the tax issues of a business sale, how to use confidentiality agreements to your benefit and how to negotiate your way to a positive result. Robert Kiyosaki, the best selling author of Rich Dad/Poor Dad has this to say about Buying and Selling a Business, "Garrett Sutton's information is priceless for anyone who wants to increase his or her knowledge of the often secret world of the rich, what the rich invest in, and some of the reasons why the rich get richer." Buying and Selling a Business is a timely business book for our times.

Business owners spend years and often decades dedicated to the growth of their businesses in the hope that their business will look after them when they retire. Many are disappointed not to get the business sale value they dreamed of or not to get the total freedom from their business that they hoped for. Bestselling author Christian Haack has identified a simple formula for ensuring that business owners get the maximum value for their efforts over those years and decades gone by. He explains it all in his new book. In this book you will learn: The little spoken of harsh realities that unprepared business owners are facing today when trying to exit businesses they have devoted valuable years to building, Why you NEED an exit plan... especially if you are not exiting, The 8 keys to an objective multi-million dollar business valuation, Why you NEED a succession plan... even if you own a Family Business, The simple formula for creating multi-million dollar pay days... almost on demand, The 8 advantages of exit planning that only successful business exiters live to talk about, How to plan and execute your Maximum Exit, And much, much, more! About the author: Christian Haack is a professional business value accelerator, and the bestselling author of "Building Digital Leaders" and "Sell Your Business for More." As an international business consultant, he is also referred to as the "The Business Exit Angel". Christian guides and directs entrepreneurs, who are thinking of exiting their businesses, to Maximum Exits, through his in corporate succession, M & A deals, and business transfers amongst others. As a top specialist in corporate optimizations and project management, Haack understands and implements strategies for selling a company at maximum value. He uses factors far beyond mere numbers, and instead focuses on aspects of business that really represent value to potential investors and likely successors, in order to leverage business value and create a maximum selling price. The eight "Key Value Drivers" defined by him as part of many years of market analysis, and research of more than 100 interviews with entrepreneurs, consultants and investors, allow for a holistic reflection of a business and therefore its true strategic value. They point out which parameters entrepreneurs can turn to in order to get more out of the exit for themselves, for the company, and for their successors.

Praise for How to Sell at Margins Higher Than Your Competitor "This is the complete book for both new and experienced salespeople and business owners to learn and re-learn the essentials for success. How to Sell at Margins Higher Than Your Competitors emphasizes the pricing strategies and tactics to increase the market share and profits of any organization. This is a book that is as important to presidents as it is to salespeople." --Bill Scales, CEO, Scales Industrial Technologies, Inc. "As the largest service provider in our industry, we have a significant market advantage. However, we constantly walk the pricing tightrope because, as this book so clearly states, 'business is a game of margins . . . not a game of volume!'" --John K. Harris, CEO, JK Harris & Company, LLC "If you live and die on price, this book could be your only lifeline." --Tom Reilly, CSP, author of Value-Added Selling and Crush Price Objections "How to Sell at Margins Higher Than Your Competitors successfully illustrates profitable sales truths to assist us in selling for maximum return. This book's well-researched, logical, and affirming words validate the simple fact that as a premium company we deserve premium margins. So, while our competitors reduce or match prices out of fear and scarcity, our managers, thanks to this powerful sales tool, can continue quoting and closing with profitable confidence." --Joe Bracket, President, Power Equipment Company "I learned a long time ago that it is pretty difficult to control what my competitors will do, but we must control what we do--like maintaining margins. This book is a 'wow!' that will help my salesmen crack bad habits. Sales organizations should design their entire training programs around the content in this book." --George C. Giessing, President, Brusco-Rich, Inc. "This energizing book is the 'right stuff' for every sales force. It should be a required study for every executive and sales professional who seeks to be successful." --David R. Little, Chairman and CEO, DXP Enterprises, Inc.

THE ALL-IN-ONE GUIDE TO GROWING YOUR ONLINE BUSINESS. Christer Holloman, the bestselling author and The Guardian technology expert, has lined up the leaders behind some of the most successful online retailers, and those that advise them, to reveal their best kept secrets on how to grow your online retail business. • Discover how to grow your online business for short, medium and long term growth • Find out how to acquire, retain and understand your customers • Use cost-effective sales, marketing and social media to build revenue and profile • Understand how to shape the customer journey and convert browsers into buyers • Ensure technology works for you by using the right platforms and software Visit [www.sell-online.co](http://www.sell-online.co) for free extra material such as top tips, downloadable case studies, and video interviews with the leaders featured in the book and more. Make sure your online presence is searchable, usable, buyable and profitable with How to Sell Online.

Rich Madzel was the owner of a small business. When a respected broker was unable to sell it, Rich put a plan together, implemented it himself, and had a check 14 days after contacting the right potential buyer. With a pocket full of money, a head full of how-to ideas, and too much time on his hands, he developed a unique approach to selling a small business. After learning that his way was similar to how the merger and acquisition experts sell bigger businesses, he wrote this book to help you or your broker sell your small business.

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: \* Teachable: focus on products and services that you can teach employees to deliver. \* Valuable: avoid price wars by specialising in doing one thing better than anyone else. \* Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

Every individual, from child to adult, are salespeople. We're constantly selling our words and actions to everyone we encounter, for words and actions we want in return. As we grow older, our subconscious mind conditions itself to sift through unwanted stories that are presented by other salespeople. We build a barrier, and naturally, this can make it difficult to become successful in sales profession. With this being true, imagine if there were a way to bypass a person's subconscious filter and psychological triggers. What if there were a key that deactivated your prospect's barrier, long enough to suggest your "product" on a level playing field? Neuro-linguistic Programming and Psychology have paved the way for "suggestive formulas". In this book, we'll examine the most efficient methods for influencing a person's behavior. Skipping past the never-ending history of each method that other books fill their pages with, we'll get straight to the process of operating the human mind under a microscope. This book provides a step-by-step blueprint for the 5-Minute Sales Method, as well as many exercises to ensure your future success. In this handbook, you'll learn the following subjects:- (4) Main Personality Types- Understand subconscious thought patterns- How to read eye movements- How to embed commands- How to find a person's Access Language- The 5-Minute Sales Method- How to build cold-call scripts- and many more NLP methods!

MBA MEETS MAIN STREET Finally, the positive economic news every businessperson is waiting to hear. Jack Garson says the long economic downturn will give way to a major buying spree by cash-rich companies—and they could be in the market to purchase your small or medium-sized business. It's the ultimate payday for everyone who wants to live the American dream, whether they're starting a business or already own one. Millions of dollars are on the table. But will you and your business be ready? How to Build a Business and Sell it for Millions is a must-read for every business owner and would-be entrepreneur. In entertaining and elaborate detail, Garson outlines the vital moves your company needs to make to become an attractive acquisition by other firms: • Do you have a competitive edge that sets you apart from your competition? • Are both you and your company sustainable and able to outlast the bad times to become a success? • Can you stop being a "Derek," the boss who suffers from "Founder's Dilemma," micromanaging everything big and small? How to Build a Business and Sell it for Millions uses real life examples to explain how the goal of selling your company needs to be linked to every business decision you make: hiring, compensation, contracts, financial reporting and dozens of other areas often overlooked by busy entrepreneurs. While many business owners struggle to get to the next day, Garson has the inside scoop on achieving the opportunity of a lifetime—selling your company for vast riches. In How to Build a Business and Sell It for Millions, MBA meets Main Street, with a combination of inspiration and invaluable practical advice.

A perfect guide for entrepreneurs Whether you just want an overview of the business buying process or you're ready to acquire an existing business, you know you'll need to finance, negotiate and structure the deal and protect yourself from unpleasant surprises. The Complete Guide to Buying a Business will give you everything you need to know including more than two dozen crucial forms and legal documents to help you do it. You'll learn how to: find the right business analyze the seller's numbers make sense of the tax issues avoid outstanding liens and liabilities prepare and sign a sales agreement close the deal prevent the seller from competing against you work with lawyers, accountants and brokers The 4th edition of The Complete Guide to Buying a Business is completely updated to reflect the latest laws and tax information.

\* The first edition of this book won the prestigious Book of the Year Award presented by the Professional Association of Small Business Accountants Many entrepreneurs fail, not because they have bad ideas, but because they don't have the knowledge it takes to convert their ideas into success. In Six Steps to Small Business Success, five seasoned CPAs provide practical advice, step-by-step guidance, and proven ideas to help you dream big, think realistically, and plan and manage carefully, ultimately achieving more than you ever imagined. Take these six simple steps to convert your dreams into reality: 1. PRE-BUSINESS PLANNING. Learn from others who have succeeded how a little front end planning can ensure your success. 2. START-UP: FINANCES, BUDGETS, AND NUMBERS. Discover the key fundamentals that must be put in place for your business to grow. 3. HUMAN RESOURCES (PEOPLE). Learn best practices in hiring, training, managing, and terminating employees. 4. OPERATIONS: WORK FLOW, CUSTOMERS, AND SALES. Learn how to make good decisions about products and customers. 5. BUILDING A SALABLE BUSINESS AND THE SALE. Learn how to plan for your eventual sale. 6. TRANSITIONING TO LIFE AFTER BUSINESS. Finally, learn how to plan for life after work - personal adjustments, wealth management, leaving a legacy.

Most business owners begin their businesses with one goal to become independently wealthy. In Deciding to Sell, Ned Minor shows business owners how to take charge of their decision to sell. Having coached hundreds of owners over years, Minor synthesizes their trials and successes into this essential guide for owners considering whether or not to leave their companies.

## Where To Download Sell Your Business For More Than Its Worth

Learn how to sell your startup from an acquisition expert Many entrepreneurs dream of the day their company is acquired and they secure a perfect exit. But information about the process of getting your business acquired usually comes from expensive investment bankers who typically advise late-stage startups. In *Selling Your Startup*, serial entrepreneur Alejandro Cremades delivers an accessible guide on how to sell your startup. With first-hand experience as a fully exited entrepreneur, investment banker, and lawyer, Cremades describes the tips and tricks startup founders need to sell their early-stage to growth-stage business. In this book, you'll discover: The role that investment bankers play in the acquisition process, how they add value, and how to break down their fees Preparing your company for sale, including compiling a pitch book, putting its finances in order, and building a target list of potential acquirers How to get to a Letter of Intent, perform due diligence, and reach a purchase agreement Perfect for entrepreneurs of all kinds, *Selling Your Startup* is a must-have roadmap to the practical realities of company acquisition and contains proven guidance on crafting your perfect exit.

From a master salesperson and a revolutionary marketing strategist: A take-no-prisoners guide to making your small business dreams come true. Do you long to break out of the corporate rat race and run your own business? Jay Conrad Levinson, author of the bestselling *Guerrilla Marketing* series, and Steve Savage, management consultant and salesman extraordinaire, team up to show you how in this truly captivating guide. By learning from Steve's desolate disasters and tremendous triumphs, you will gain the knowledge you need to start and run a business—covering every facet from picking a hot product to navigating government bureaucracy to expanding overseas. Learn how Steve develops dazzling products, builds successful sales forces, and once took a company from zero to \$60 million in six years. *Guerrilla Business Secrets* tells how hundreds of men and women trained by Steve were able to fulfill their dreams and stretch to the outer limits of their potential. "I have never seen anyone who could organize a business, recruit a sales force, and motivate an entire company better than Steve Savage. He is a genuine business visionary." —Rod Turner, Senior Executive Vice President, Colgate Palmolive

*Sell your business for more than its worth* addresses the vital issues that add value to your business as well as increase the sales price potential of your business. This book will define industries that are desirable to buyers and it will open your eyes to discover if your industry is thriving or dying and what you can do about it. This must-read will provide valuable tips on creating congruent profit centers and diversifying your product/client mix. Most important this book is a blueprint for anyone that wants to increase market share, become more profitable and for those that want to, sell their business for top dollar! This extraordinary book will demonstrate how to increase profits, plan your exit strategy and sell your business for maximum value in the quickest time possible in an easy to understand step-by-step approach.

GET INSIDER SECRETS on how to sell your own business. For years David C Barnett met with business owners and showed them that he could get them the maximum value for their business, now he shares these secrets with you. When it comes time to retire, divest or simply move on to something else and you want to sell your business; read this book. You'll learn: -When you should use a qualified business broker and when you should not -How to sort the qualified brokers from the charlatans -How the process should work -What you should pay for a good broker's services -What telltale signs to avoid What if you decide to sell it yourself? You'll learn: -The process of 'For Sale by Owner' private business sales -How to properly impress a buyer -How not to scare off a buyer with rookie Do-it-Yourself mistakes -How to find the right help for certain specific tasks that brokers usually do for their clients In the end, if you want to do the work, you too can sell your own business and save paying a broker's commission.

Too many entrepreneurs push off planning for the sale of their business until the last moment. But for a business to sell for what it's really worth—or even more—owners need to prepare for the sale from the very start. In *Exit Rich*, author and mergers and acquisitions authority Michelle Seiler Tucker joins forces with Sharon Lechter, finance expert and author of *Rich Dad Poor Dad*, to create a must-have guide for all business owners—whether they're gearing up to sell a business now or just getting started building out their company into something to sell for a profit in the future. Seiler Tucker's twofold approach to selling your business for maximum profit combines two of the most powerful elements of her mergers and acquisitions toolkit: the "ST GPS Exit Model" to help business owners set goals for the sale before their business hit the market, and the "6 P Method" to help them objectively evaluate their business's worth, before their potential buyers do. Combined, these tools provide invaluable insight into the process of preparing a business for sale, finding the right buyers, and staging the sale itself. Throughout the book, Sharon Lechter's wisdom peppers each chapter in the "Mentoring Corner" section, providing forward-thinking entrepreneurs with the perspective that they need to take control of their business's future and exit rich. This book is a rich resource for any business owner looking to: • Objectively evaluate their business before a sale • Improve their chances of finding the right buyer • Sell their business for maximum profit

Real world anecdotes and step-by-step strategies to build and sell a successful business Half of the roughly one million businesses that start up every year fail because of insufficient financing, poor management, or lack of basic entrepreneurial skills. Based on his own experience as well as those of the many other successful business owners interviewed for this book, Joe John Duran explains how to overcome these obstacles. This reader-friendly book offers easy-to-follow advice, including 20 vital secrets that will help business owners avoid the most common mistakes, grow their businesses successfully, and then sell them at the highest price possible. Joe John Duran (Santa Monica, CA) built a national investment firm with billions under management and thousands of clients. Within 10 years of creating it, he sold it to General Electric for tens of millions of dollars. He is a chartered financial analyst, CEO of Alchemy Capital, Chairman of Finance of the Santa Monica Bay Young Presidents Organization (YPO), and a member of the Association of Investment Management Research (AIMR) and the Los Angeles Society of Financial Analysts (LASFA).

There are approximately 35 million business to business sales reps in the country selling everything from books and computers to furniture and flooring. They know as well as anyone that selling to other businesses is not the same as selling to consumers. Businesses have different budgets, needs, demands, and expectations from those of general consumers. That means an entirely different skill set is required of business to business sales reps. *How to Say It: Business to Business Selling* is the only book of its kind that caters exclusively to business to business sales professionals. Its short chapters provide tips and strategies tailored especially for the unique business to business selling

process. You'll learn how to: Motivate Yourself to Sell Craft an Elevator Pitch Find Hot Sales Leads Make a Cold Call Use Voicemail to Sell Give a Sales Presentation Write a Sales Proposal Give a Product Demo Negotiate the Best Deal Close a Sale Create a Powerful Sales Process Sell to Top Executives Build Sales Partnerships Get a Customer Referral Accelerate Your Sales Cycle With How to Say It: Business to Business Selling you can sell business to business like a seasoned pro.

Produced by BizBuySell, the Internet's largest marketplace for businesses for sale, and written in conjunction with Small Business Strategist, Barbara Findlay Schenck, author of best-selling business books including *Selling Your Business For Dummies*, this guide provides a comprehensive overview of the small business sales process including actionable advice and step-by-step instructions to help maximize selling success.

"The very best way to predict the future is to create it" In his new book, *When Is The Right Time To Sell My Business?*, Rich Mowrey tackles a decision point that many business owners inevitably find themselves in, but is one that can be difficult, stressful, and full of trepidation. It is a decision that can bring regrets and questions about timing and planning they never considered, and Mowrey's objective is to help a business owner sell their business without regrets. In this intelligently written book, Mowrey answers one of the biggest questions that business owners who are interested in selling their business always ask: When is the right time to sell to my business? To really ensure an informed decision can be made, he delves deeper into this question to get at the underlying, interrelated knowledge acquisition, purposeful action, and timing. Mowrey helps business owners examine their business' value attributes, personal assets, and the types of plans that need to be in place in order to sell the business. He then focuses on four major areas of personal assessment to help crystalize one's personal readiness to start the process of selling their business. Mowrey emphasizes, "It is time to stop silently asking the question and formulating the answer. It is time to focus on the answer more often than the question." By shifting one's focus, hesitation and fear can be minimized, resulting in a decision backed by confidence. In addition to providing guidance and expertise to the decision making process, Mowrey offers specific objectives required of the business owner as they start the next phase of their life. By examining the factors addressed in this book now, a business owner will have all the necessary components in place when the opportunity to sell arises or when they decide to initiate the opportunity themselves. Mowrey focuses on the basics of business valuation and readiness assessment - both qualitative and quantitative - in order to help the reader prepare to sell their business and plan for action. From there the focus shifts to value enhancement and strategic planning because as he explains, "Price is what you receive, value is what you deliver." Together, all this preparation and the ultimate execution of a transfer plan will require both focus and a good measure of personal energy. Mowrey also addresses: The timetable of preparing to be without the business once it is sold How family plays a role in decisions and succession planning Which environments to analyze to find out when the time is right Financial buyers vs. strategic buyers vs. industry buyers Different ownership transfer scenarios Each reader will focus on specific action steps to begin taking now to lead to their ultimate decision, including: Twenty questions to fire you up to start planning Four distinct actions to complete now to prepare to sell your business Questions to help with planning initiation, strategic planning, business planning, and market knowledge Who needs to be on a top-notch advisory team? For any business owner, the thought of someday selling their business can be overwhelming and confusing - generally raising more questions than they are prepared to answer. But thanks to his expertise and ability to guide readers through a carefully thought out, systematic approach, Rich Mowrey is able to reduce the uncertainty and provide a path that will lead to a confident and ideally more profitable sale of their business.

In *Sell or Be Sold* readers will learn why selling is as vital to your survival as food, water, and oxygen. This book details very simple concepts that readers can use confidently and successfully to sell others on themselves, their ideas and their products. Readers will find step-by-step selling strategies and techniques to guarantee they not only survive, but prosper in ANY economic condition.

In this, your go-to resource guide for putting more money in your pocket, you'll learn how to make smart, informed decisions when selling your business. Not only will you learn how to sell for top dollar, but you'll also learn powerful strategies for tax reduction, the difference between launching the sale and listing these, the qualities for the right advisory team, how to make certain your employees are taken care of, and much more.

- An easy guide to selling your company - This book helps private business owners and CEOs navigate the many issues related to the sale of their company. In this non-technical guide to the sale process, the three authors provide real-life examples of lessons learned and mistakes to avoid. Business students will also get tools to think about company valuation and the many factors that enhance value from a buyer's perspective. This handbook will help you understand the steps others have taken to successfully sell their company. It includes . . . - issues to consider in order to best meet all of your goals in the sale process - tips on how to maximize the exit value - helpful information to prepare business people for life after the sale This easy-to-read book about mergers and acquisitions comes highly recommended by very successful business people like Dave Dillon, retired Chairman and CEO of Kroger Companies, and Larry Stevenson, Chairman of SNC-Lavalin. The sale of your company may be the most important business decision an owner can make. Read this book before you decide to sell!

Run your company. Don't let it run you. Most business owners started their company because they wanted more freedom—to work on their own schedules, make the kind of money they deserve, and eventually retire on the fruits of their labor. Unfortunately, according to John Warrillow, most owners find that stepping out of the picture is extremely difficult because their business relies too heavily on their personal involvement. Without them, their company—no matter how big or profitable—is essentially worthless. But the good news is that entrepreneurs can take specific steps—no matter what stage a business is in—to create a valuable, sellable company. Warrillow shows exactly what it takes to

create a solid business that can thrive long into the future.

"From Nielsen to grilled cheese trucks, this is a hands-on, idea-packed book for business people in search of growth." —SETH GODIN, author of *Linchpin* After years of sharing her small-business tips and marketing tricks with readers of her popular blog, *ChunkOfChange.com*, and column in the *Long Beach Post*, Olga Mizrahi has taken her message to the streets, urging business owners to focus in while reaching out. You'll be excited and motivated to clearly state your difference to the world—and your neighborhood—while confidently selling yourself and your business. Through 50 low-cost, do-it-yourself tips, *Sell Local, Think Global* will help you: Figure out what makes you and your business truly different. Discover the secrets of "SoLoMo" marketing, both online and off. Spruce up your Web and mobile presence by learning to love analytics. Walk boldly into the future by embracing social media and customer reviews.

One of the most disheartening industry statistics that I have seen is that as few as 15% of all businesses are ever sold. The other 85% simply fade away, are closed by the owners because they couldn't sell, or go out of business and have their assets liquidated. The information you're about to learn in this book will show you how to not only ensure that you're in that lucky 15% that are able to sell their businesses, but also how to prepare your business so that it sells for the maximum amount possible and under the best circumstances for you. \* An overview of the small business sale process\* Steps to follow as you prepare your business for sale\* Information on how to effectively market your business for sale\* Advice regarding buyer-seller negotiations\* Advice on assembling a sale team and maintaining confidentiality\* Advice on financing and tax implicationsIt's never too early to start thinking about your eventual exit. Start taking steps today to prepare your business for sale to maximize your long-term value and create a more profitable company along the way.

Selling something that you've poured money, energy, and incalculable amounts of time into is tough enough. But getting anything less than the maximum you deserve in return for all your work is unjustifiable. You deserve to squeeze every last dollar you can when it comes time to hand the reins over to the lucky investor who wants to profit from all your back-breaking groundwork. In *Sell Your Business for an Outrageous Price*, readers will discover how to:• Prepare their companies and themselves for sale• Recognize the best time to go to market • Identify, attract, and motivate deep-pocketed buyers • Determine their company's competitive advantage and leverage it for the best offer• Find a transaction advisor with the skills and experience to guide them through the MA jungle• Foil buyers' attempts to undermine sale price• And much moreFeaturing real-life case studies and an appendix of indispensable tools--including due diligence lists, sample nondisclosure agreements, a sales readiness assessment, and a sample engagement letter--this insightful and invaluable guide reveals how anyone can get a positively outrageous price for their company. You did all the work--now it's time to get paid!

Filled with visual, step-by-step tutorials, this excellent resource for readers who want to take their craft business to the next level provides branding, selling and merchandising tips along with profiles of some of the world's most successful crafters. Original.

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