

## **Sell Your Business For More Than Its Worth**

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

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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.

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.

This guidebook for business owners lays out both the practical and personal repercussions as they grapple with the decision to sell. It outlines both the formula for success as a privately held business in the future, and examines in detail the motivations and opportunities to sell.

Brian Tracy, one of the top professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic audio program, The Psychology of

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Selling, is the best-selling sales training program in history and is now available in expanded and updated book format for the first time. Salespeople will learn: "the inner game of selling" how to eliminate the fear of rejection how to build unshakeable self-confidence Salespeople, says Tracy, must learn to control their thoughts, feelings, and actions to make themselves more effective.

"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.

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

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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

The lifeblood of your business is repeat customers. But customers can be fickle, markets shift, and competitors are ruthless. So how do you ensure a steady flow of repeat business? The secret—no matter what industry you’re in—is finding and keeping automatic customers. These days virtually anything you need can be purchased through a subscription, with more convenience than ever before. Far beyond Spotify, Netflix, and New York Times subscriptions, you can sign up for weekly or monthly supplies of everything from groceries (AmazonFresh) to cosmetics (Birchbox) to razor blades (Dollar Shave Club). According to John Warrillow, this emerging subscription economy offers huge opportunities to

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companies that know how to turn customers into subscribers. Automatic customers are the key to increasing cash flow, igniting growth, and boosting the value of your company. Consider Whatsapp, the internet-based messaging service that was purchased by Facebook for \$19 billion. While other services bombarded users with invasive ads in order to fund a free messaging platform, Whatsapp offered a refreshingly private tool on a subscription platform, charging just \$1 per year. Their business model enabled the kind of service that customers wanted and ensured automatic customers for years to come. As Warrillow shows, subscriptions aren't limited to technology or media businesses.

Companies in nearly any industry, from start-ups to the Fortune 500, from home contractors to florists, can build subscriptions into their business. Warrillow provides the essential blueprint for winning automatic customers with one of the nine subscription business models, including:

- The Membership Website Model: Companies like The Wood Whisperer Guild, ContractorSelling, and DanceStudioOwner offer access to highly specialized, high quality information, recognizing that people will pay for good content. This model can work for any business with a tightly defined niche market and insider information.
- The Simplifier Model: Companies like Mosquito Squad (pest control) and Hassle Free Homes (home maintenance) take a recurring task off your to-do list. Any

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business serving busy consumers can adopt this model not only to create a recurring revenue stream, but also to take advantage of the opportunity to cross-sell or bundle their services. • The Surprise Box Model: Companies like BarkBox (dog treats) and Standard Cocoa (craft chocolate) send their subscribers curated packages of goodies each month. If you can handle the logistics of shipping, giving customers joy in something new can translate to sales on your larger e-commerce site. This book also shows you how to master the psychology of selling subscriptions and how to reduce churn and provides a road map for the essential statistics you need to measure the health of your subscription business. Whether you want to transform your entire business into a recurring revenue engine or just pick up an extra 5 percent of sales growth, The Automatic Customer will be your secret weapon.

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.

According to John Warrillow, the number one mistake entrepreneurs make is to build a

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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.

*How To Sell Your Business and Get The Best Price For It* provides a road map of suggestions, insights, and techniques that will help owners and entrepreneurs achieve success in selling their businesses. This book provides a detailed, easy-to-grasp explanation of how owners can go about selling their companies -- and optimize the price they receive. It is written to take the mystery out of the process of selling a business, and to help newcomers to the subject become conversant with the knowledge they will need -- and comfortable with the experts they will encounter -- during the various stages in the selling process. The book covers the entire selling process step-by-step -- from making the decision of when to sell, through determining how to market the company, to understanding the various legal documents involved in a sale, and on to closing the deal and handling the transition afterwards. Throughout the book, John Sampson shares many experiences and stories from his successful career of working first hand with business owners. He takes you inside the selling process to help you clinch your own deal.

Book jacket.

A perfect guide for entrepreneurs Whether you just want an overview of the business buying

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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.

Learn about buyers and how they buy to understand the best strategies for marketing your business.

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?



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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.

- 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!

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

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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.

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 more

Featuring 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!

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'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.

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

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invaluable practical advice.

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.

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. Rich Madzel was the owner of a small business. When a respected broker was unable to sell

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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.

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.

Thinking about selling your business or selling your medical practice? This 150 page comprehensive workbook helps you understand the many complexities and decisions you have to make. Written by a professional business broker with many years of real world business experience, this guide shows you how to sell your business in the shortest possible time for the best possible price. It includes reasons why you need to plan ahead for taxes, how

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to avoid potential legal, accounting, and other roadblocks, how to value your business and other assets, the different types of professionals available and how to research and properly prepare for selling. Also includes how to search for and qualify potential buyers, address finance concerns, protect you and your business with confidentiality agreements, prepare an executive summary, confidential business review and conduct effective negotiations. Also includes dozens of worksheets, checklists, and charts for you to track during the steps of selling.

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.

Are you relying on the sale of your business to provide all or part of your retirement? Or maybe your business sale proceeds will fund a new venture? Whether the sale of your business comes tomorrow or ten years from tomorrow, the steps you take (or don't take) today, determine whether your business will eventually sell for the best and highest price. After reading this guide, you will know how to identify as well as remedy the most common "value-killing" mistakes made by business owners. We will discuss in a simple and straight forward manner, effective changes that you can easily execute which will make your business more competitive in your industry; also more highly valued in the business marketplace. Your business may be the largest asset you own.

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The time to start planning for the sale of your business is TODAY. With some basic planning and foresight you can sell your business for the highest possible price! Did you know that the 80/20 rule applies to the world of sales too? Eighty percent of all sales are made by only twenty percent of salespeople. Which begs the question: How are they raking in so much money, and how can others join them? Sales trainer extraordinaire Brian Tracy has spent years studying the world's best salespeople and their methods and has discovered that the difference between the top 20 and the bottom 80 boils down to only a handful of critical areas in which the top professionals perform only a smidgen better than their peers. You are that close! In this compact and convenient guide, Tracy shares 21 tried-and-true techniques that can help any salesperson gain that winning edge. Learn how to:

- Set clear goals--and achieve them
- Develop a sense of urgency and make every minute count
- Know your products inside and out
- Analyze your competition
- Find and quickly qualify prospects
- Understand the three keys to persuasion
- Overcome the six major objections
- And much more!

Packed with proven strategies and priceless insights, *Sales Success* will get you planted firmly on the path to success, making more money than you thought possible and greater career satisfaction than you ever believed you would find. Selling a business is a once-in-a-lifetime task. Most owners are not prepared for it -- they lack experience, and emotions hinder their judgments. "Buyers can take advantage of a neophyte who in his lifetime may sell one or two companies", says

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Michael Mintz, former owner of a medical instrument company. He is one of 57 former owners (who sold their businesses for \$2 million to \$100+ million) who pass on tips based on their experiences. *How to Sell Your Business -- And Get What You Want* tells dozens of instructive stories -- about preparation, brokers, lawyers, leveraged buyouts, pricing, negotiations, and enduring the buyer's investigation. "There are so many aspects, nuances... you are just not prepared for it unless you have done it before", says Jack Parlog, former owner of a graphic products company. -- This book identifies pitfalls and suggests step-by-step strategies to protect the seller -- Suggests how to react when the buyer lowers the price -- Details how to gather business intelligence online

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



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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.

"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

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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

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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.

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

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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.

How To Sell Your Business is tailored primarily for the owners of small to medium sized privately owned businesses, it contains a route map of the main factors you need to be both aware of and to consider in contemplating the sale process. It offers clear vision and methodology through what can be a very complicated & stressful process. Drawing on Don Matlock's twenty plus years of personal experience selling, & consulting on the selling, of businesses big and small the book will be must have guide to anyone entering this potential minefield. It shows you how to value your business, present for sale, maximise the price, find a potential buyer, handle due diligence and sign a

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contract for sale among other aspects.

Your customers are going to give you three seconds to make the sale. Do you know what to say in those three seconds? The marketing methods of the past are losing effectiveness as consumers are getting smarter and smarter and have less and less time. What is needed is a new way of doing business—a method that is simultaneously socially responsible and far more effective than "old" marketing. This new way is The Irresistible Offer. "The Irresistible Offer is the missing link in many marketing books." —Joe Sugarman, Chairman, BluBlocker Corporation "The Irresistible Offer reveals secret after proven secret guaranteed to pump fresh power into your sales process." —John Du Cane, CEO, Dragon Door Publications, Inc. "As the world's fastest reader (Guinness Book certified) I've read just about every business and marketing book in existence. The Irresistible Offer by Mark Joyner is, by far, the easiest and most powerful. If you want to make a profitable business (any business small or large), The Irresistible Offer should be your starting point." —Howard Berg, "The World's Fastest Reader" "I've read every book on marketing printed in the last 150 years. This is the first breakthrough in over fifty years." —Dr. Joe Vitale, author of The Attractor Factor "If I had to choose one modern marketing genius to learn from, it would be Mark Joyner. The Irresistible Offer belongs in the hands of everyone wanting to wildly succeed in business." —Randy Gilbert, a.k.a. "Dr. Proactive" host of The Inside Success Show Run your company. Don't let it run you. Most business owners started their company

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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.

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

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taking steps today to prepare your business for sale to maximize your long-term value and create a more profitable company along the way.

Sell Your Business for More Than It's Worth Arabella Pub

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.

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.

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