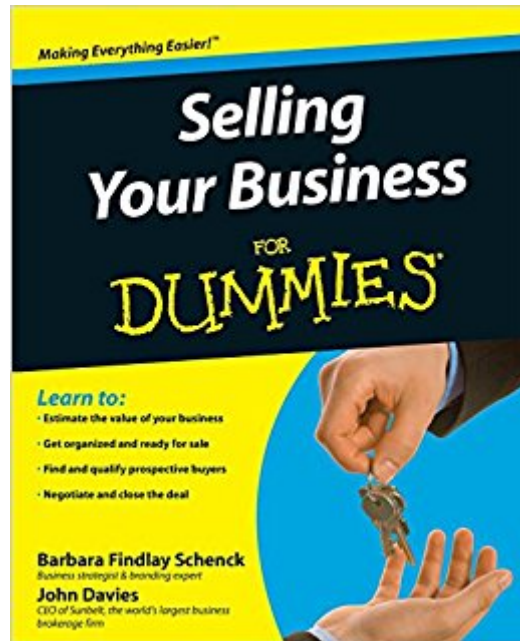




The book was found

# Selling Your Business For Dummies



## Synopsis

A hands-on tool for conducting the successful, profitable sale of a business As business owners grow older, 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 --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. Please refer to the book's Introduction section for instructions on how to download the companion files from the publisher's website.

## Book Information

Paperback: 384 pages

Publisher: For Dummies; 1 edition (November 3, 2008)

Language: English

ISBN-10: 0470381892

ISBN-13: 978-0470381892

Product Dimensions: 7.4 x 0.8 x 9.2 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 22 customer reviews

Best Sellers Rank: #362,898 in Books (See Top 100 in Books) #84 in Books > Business & Money > Management & Leadership > Consolidation & Merger #284 in Books > Business & Money > Small Business & Entrepreneurship > Marketing #1029 in Books > Business & Money > Marketing & Sales > Sales & Selling

## Customer Reviews

Get your business into sale-ready shape and conduct a successful, profitable negotiation Want to sell your business? This hands-on guide gives you expert tips on every step of the process, from establishing a realistic value and putting your business on the market to finding qualified buyers and closing the deal. You'll see how to get the highest possible price and successfully transition your

business to the new owner. Get ready to close up shop &#151; determine your readiness to sell, explore your sale options, and assemble a team of pros to help Package your business for a sale &#151; compile financial records, update your business and marketing plans, and prepare your sale memorandum Navigate the sale process &#151; launch your advertising strategy, screen prospective buyers, negotiate offers, and make counter-offers Do your homework, or due diligence &#151; prepare all paperwork, assess your buyer's finances and reputation, structure the financial and tax issues, and protect your personal interests Shake hands and pass the baton &#151; make closing arrangements, understand key closing forms, announce the sale, and support the new owner Open the book and find: Tips for pricing and presenting your business Advice for targeting and evaluating potential buyers Ways to craft a powerful sales pitch Keys for improving your business prior to sale Approaches for financing your sale Ten deal-killers to avoid Business marketplace trends and truths

Barbara Findlay Schenck is the author of four For Dummies books, including Business Plans Kit For Dummies, 2nd Edition and Branding For Dummies. The founder of an advertising agency, Barbara has spent more than two decades helping businesses start, grow, market, and brand their companies. John Davies, CEO of Sunbelt, contributed expert advice for this book.

I believe that it's the best investment I ever made during my 10 years as an entrepreneur! I sold my small business in January 2016 and this book was instrumental not only in my preparation to sell the business but in the actual execution of the sale. About two years before the sale (November 2013), I wrote a strategic plan for my business and it was at that point that I decided I wanted to sell the business in time to have it sold by my 62nd birthday and before the lease I had expired and needed to be renewed. I developed a timeline to give myself a year for the sale process (starting in June 2015) and included a 6 month transition period with the future owner. In this plan, I also included a list of opportunities for growth that I wasn't going to implement but thought that the future owner should have. I bought this book right away and read it during the holidays that year to get an idea of the steps I needed to take. Over the course of the next year and a half, I slowly began to set things up for the sale, according to the author's suggestions. I began documenting the processes of the business (since everything was in my head and there was very little on paper), but it was not yet organized in an operations manual. Since I was so involved in the day to day of running my business, the ideas from the book were in the back of my mind, but not something I focused on everyday. I was very slowly doing the important things to get ready. The two most important things I

needed were to get an operations manual finalized and the last 5 years of financial data created in the form that showed the true profitability (without the owner perks). I was able to get one of my employees to create the manual before she graduated from college and left to begin her career (in May of 2015) and had asked my CPA to prepare the financial data. We met in May to look at the reports and it was in that conversation that he asked me if I were ready to sell because he had a client looking for a business like mine. I told him yes and he setup a conference call for his client and I to discuss the business. Here's where the book had the greatest impact. After that conversation, the CPA called me to tell me the client was very interested in coming to visit my business, but that I had a lot of work to do. I needed to prepare a document describing my business and get it back to him in a few days. Thank God for this book and the template for creating the Seller's Memorandum! In one weekend, I was able to create this document, including the pictures and all the points that needed to be made. What's amazing is that when I got to the part about including future opportunities, I remembered the strategic plan I had written (which I had not looked at since I wrote it) and went back to pull that information. I noticed that the timeline to begin the sales process was June 2015 and the date that I was creating the memorandum with the book's template was June 1, 2015! As it turns out, the client came to visit, he and his wife fell in love with my business, and they purchased it with cash (no financing at all) within 7 months. It wasn't the easiest process dealing with the landlord to transfer the lease and negotiate a renewal for the new owner, and at the end, we got it done. The buyer negotiated a 9 month transition with me, which has been successfully completed. I can't quantify how much this book helped me. I recommend it highly to anyone wanting to sell their business.

still reading. but it is very informative.

Hello! I have been reading the book and I previously complained on this site that the files from the CD ROM were not accessible to Kindle users. I was frustrated because the book content is SO GOOD, and I wanted to get started with my homework and work on the forms. Immediately, the writer wrote to me personally and sent me all the files. It was her husband birthday and she was away from her computer, but still she wrote to me by iphone to reassure me. It's the first time I purchase a book, and it comes with such a personal and nice after sales service. I'm impressed with the book, and also with the author. The book is full of crucial information, it's very methodical, and guides you through all the steps, from the mind, to the paper. I have downloaded samples of others books to compare and see. I did not find it necessary to read them. Everything is covered in her

book.

I got this prime digital, but they did not send me the CD rom that suppose to come with this book. The book references back on it and also important forms that you need or only on the CD. And if the case is because you buy digital that the forms should come at least in a attachment with digital book or by email. I feel short changed just because I went digital and didn't buy the actual paper back book.

I wish I read the other reviews first: This is a good book but there are no CDs! She references the CDs quite a bit. I am willing to buy them because the book is good but how??

Thanks

Picked up some good tips while selling my business. As with all 'Dummies' books many good points to use. yea yea

Well written....got what I needed.

[Download to continue reading...](#)

Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) Online Business from Scratch: Launch Your Own Seven-Figure Internet Business by Creating and Selling Information Online (Internet Business Series) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Selling Your Business For Dummies Selling to the C-Suite: What Every Executive Wants You to Know About Successfully Selling to the Top (Business Books) Etsy: Ultimate Etsy Strategies For Selling Crafts Online (Etsy, Etsy SEO, Etsy business for beginners, Etsy selling Book 1) Business Turnaround Blueprint: Take Back Control of Your Business and Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working Business Owner) Photography Business: Sell That Photo!: 10 Simple Ways To Make Big Bucks Selling Your Photography Online (how to sell photography, freelance photography, ... to start on online photography business) Ecommerce Business Mastery: Earn Full-Time Income Through Your Own Ecommerce Store. Etsy Selling & Instagram Ecommerce Based Business. Online Business from Scratch: Launch Your Own Seven-Figure Internet Business by Creating and Selling Information Online Selling Secrets: How to

Make an Extra \$1K - \$10K a Month Selling Your Own Products on How to Survive and Prosper as an Artist: Selling Yourself Without Selling Your Soul Bitcoin For Dummies (For Dummies (Business & Personal Finance)) Buying and Selling a Business: How You Can Win in the Business Quadrant 7 STEPS to SALES SCRIPTS for B2B APPOINTMENT SETTING. Creating Cold Calling Phone Scripts for Business to Business Selling, Lead Generation and Sales Closing. A Primer for Appointment Setters. Making Money at Home: Methods to Make Money with Drawing Portraits: How I Made More than \$50,000 Selling Art Online and Offline (Ways to Make Money with Art, Selling Drawings) FBA: Complete Guide: Make Money Online With FBA: The Fulfillment by Bible: Best Selling Secrets Revealed: The FBA Selling Guide The Complete Guide to Option Selling: How Selling Options Can Lead to Stellar Returns in Bull and Bear Markets, 3rd Edition (Professional Finance & Investment) FBA: Complete Guide: Make Money Online With FBA: The Fulfillment by Bible - Best Selling Secrets Revealed: The FBA Selling ... , fulfillment by , fba Book 1) Unlabel: Selling You Without Selling Out

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)