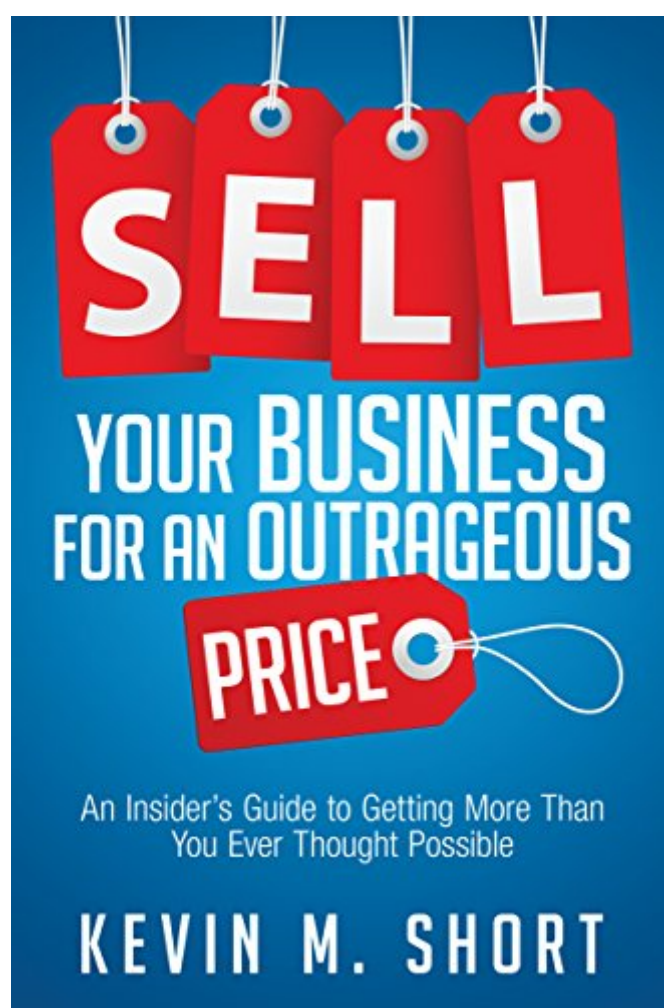


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# Sell Your Business For An Outrageous Price: An Insider's Guide To Getting More Than You Ever Thought Possible



## Synopsis

Too many businesses sell for far less than they should! After pouring time, energy, and money into their company, owners deserve to squeeze every last dollar they can from that hard-earned investment. *Sell Your Business for an Outrageous Price* is the playbook they need to win big at the closing table. Readers will discover how to:

- Prepare their companies and themselves for sale
- Recognize the best time to go to market
- Minimize their risk
- 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 M&A jungle
- Ascertain whether the advisor has what it takes to get top dollar
- Maintain confidentiality
- 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 guide reveals how anyone can get a positively outrageous price for their company. v

## Book Information

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## Customer Reviews

If you are an entrepreneur with dreams of cashing out - selling your business - and getting a premium price in the process then this book is certainly for you. It will also be very helpful for advisors - accountants, attorneys and business advisors - to those entrepreneurs. But one word of qualification. This is not for the mom and pop, small business. The concepts and principles discussed in this book are targeted to those businesses in the mid-market, that have a market value between \$10 million and \$150 million. Even if your business is below that threshold there are some very valuable lessons any business owner can learn from this book. Selling a business is not a casual undertaking. If you wish to get the maximum price for your business, you will need to take a systematic approach over a few months or even a few years. It is not something that happens overnight. Mr. Kevin M. Short, the author of *Sell Your Business for an Outrageous Price*, is an investment banker that has many years experience in representing both buyers and sellers. He has developed his own approach - The Proactive Sale Strategy - that he employs to get the highest price for the sellers he represents. Not all companies can be sold for a premium price. You will need to have a significant competitive advantage - that a buyer is willing to pay for. It can take some work to uncover the competitive advantage. It might not be within your company, it could be how your company would dovetail with the buyers operations to create a competitive advantage. The book is divided into three parts. In Part 1, Mr. Scott outlines The Proactive Sales Strategy - the process is 1) Assessing the sale readiness 2) Presale due diligence 3) Identify the competitive advantage 4) Identify the buyers.

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