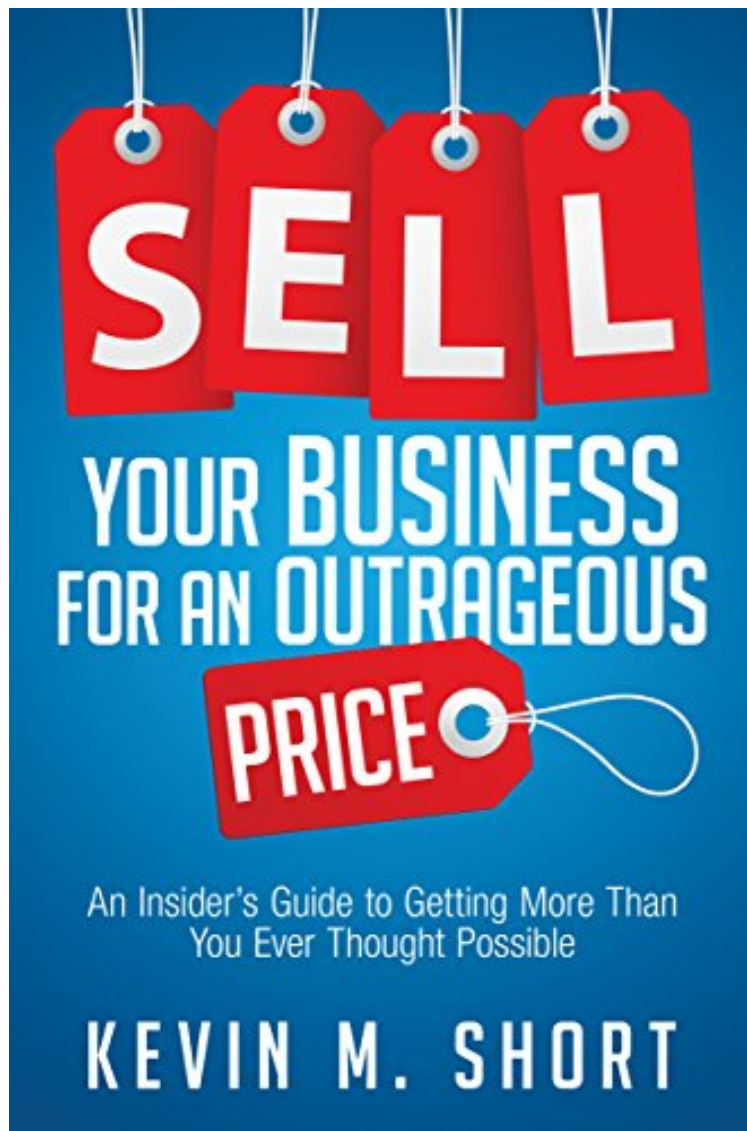


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Sell Your Business for an Outrageous Price: An Insider's Guide to Getting More Than You Ever Thought Possible

Kevin Short

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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 bull; Recognize the best time to go to market bull; Minimize their risk bull; Identify, attract, and motivate deep-pocketed buyers bull; Determine their company's competitive advantage and leverage it for the best offer bull; Find a transaction advisor with the skills and experience to guide them through the MA jungle bull; Ascertain whether the advisor has what it takes to get top dollar bull; Maintain confidentiality bull; Foil buyers' attempts to undermine sale price bull; 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.

Bronze Winner in the Entrepreneurship Category 2015 Axiom Book Awards From the Inside Flap Why is it that similar companies often sell at wildly divergent prices . . . one of them going for book value, the other bringing in a small fortune? After pouring your time, energy, and money into your company, you deserve to squeeze every last dollar from your hard-earned investment. And while no one bats an eye when buyers employ slick negotiating tactics to snatch up businesses for the lowest price possible, owners rarely take every legitimate action to maximize their own leverage in the sale transaction. In Sell Your Business for an Outrageous Price, investment banker Kevin M. Short -- who for over twenty years has advised parties on both sides of the closing table -- presents a structured playbook for sellers to win big. You'll find out why some businesses sell for "outrageous" amounts -- at least twice the EBITDA (earnings before interest, taxes, depreciation, and amortization) multiple of an average company in their industry -- as well as how to minimize your risk going to market. The book introduces you to the author's Proactive Sale Strategy, a rigorous process for positioning your company to sell to a well-financed buyer at the best possible price. You'll find out how to prepare yourself and your company for sale, understand your asset and how it benefits prospective buyers, and identify and remediate any issues that could prevent a sale or drive down sale price. The book then helps you go to market. It guides you step-by-step through the Outrageous Price Process, designed to: * Uncover and make the most of your company's competitive advantage * Create a sales strategy that highlights your company's value to potential buyers * Identify "outrageous" buyers * Find a transaction adviser who knows how to orchestrate sales that lead to outrageous offers Through case studies based on real transactions and candid comments, you'll gain invaluable insights into the minds of buyers and learn what it takes to stack the deck in your favor during the negotiation. You'll also find practical tools and documents, including information assessments, due diligence lists, a sample nondisclosure agreement, and questions to ask prospective transaction advisers. Too many businesses sell for far less than they should. Filled with one-of-a-kind strategies, this book offers you your best shot at achieving your ultimate goal: selling your company for an Outrageous Price. From the Back Cover As a business owner, it is easy to mistakenly believe that in a sluggish market, your company may not attract any acceptable offers. But the fact is, the temperature of the market has little to do with the salability of your company. In this book, you'll learn how to methodically prepare your business to sell not just at an acceptable price, but for an outrageous price. Showing you how to shift your perspective to the buyer's needs -- and therefore understand precisely how to arm yourself with the leverage you need in any market -- Sell Your Business for an Outrageous Price reveals proven, practical strategies for reducing the risk of a buyer failing to close the transaction, and obtaining the best possible price for your business. Arming you with a unique Proactive Sale Strategy for preparation before going to market, and a step-by-step Outrageous Price Process, the book shows you how to: * Recognize the best time to go to market * Identify, attract, and motivate deep-pocketed buyers * Utilize one or more company attributes that can cause a buyer pain . . . or create tremendous gain * Create a

game plan designed around showcasing your company's value * Find a transaction adviser skilled in orchestrating outrageous sales * Defend against a buyer's attempts to undermine the sale price In this book you'll also learn the Four Pillars of an Outrageous Price, and what it takes to align your own competitive advantage with a buyer's vulnerability or opportunity, no matter the size of your business or the state of the economy. Included as well are practical tools and case studies that illustrate the concepts simply so you can apply them to your own business. Why settle for a good offer . . . when you can get a great one? This book shows you how to tilt the advantage away from the buyer and get the outrageous price you richly deserve.