

## THE STREET-SMART WAY TO SELL A BUSINESS

1. Protecting Confidentiality
2. Pricing the Business
3. Preparing for Sale
4. Attracting Multiple Buyers
5. Analyzing Offers
6. Making the Deal



**Partner<sup>®</sup> On-Call<sup>™</sup>**  
NETWORK  
STREET SMART ADVISORS  
SUPERIOR RESULTS

## BUSINESS SELLER TRAINING SYLLABUS

Ted J. Leverette



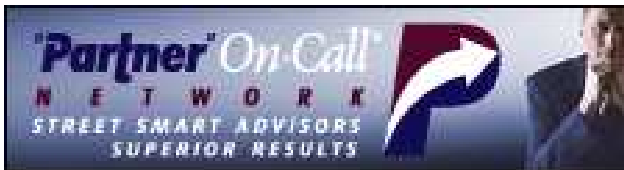
## ***The Street-Smart Way to Sell a Business* ®**

The program has been in use since the 1970s by thousands of people throughout America. We offer experienced, personal counsel tailored to your circumstances. Our clients can receive these reference guides:

*The Street-Smart Way  
to Sell a Business* ®  
*Preparing a Business-  
for-Sale*™.

### **Agenda**

- Increase the value of your company
- Level the playing field
- Sure you want to sell?
- There's never been a better time to sell
- Types of buyers
- Cashing out or trading up?
- Correct business-selling sequence
- Typical buy/sell experiences
- Preparation pays
- Formula for a capable seller
- Buyer competition is key
- Buyers have many choices
- Buyers look for these problems
- Red flags that concern buyers
- Business features many buyers seek
- Recasting the P&L — Deal structure
- Pitfalls in purchase contracts
- Creative financing to cash out
- Due diligence
- Valuation vs. pricing
- Steps in appraisal and deal structure
- Net worth you need to retire
- Protect the confidentiality of your business



**Ted J. Leverette**

The Original *Business Buyer Advocate* ®

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