



## 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" On-Call®**  
NETWORK  
STREET SMART ADVISORS  
SUPERIOR RESULTS

## BUSINESS SELLER TRAINING SYLLABUS

Ted J. Leverette

**Ted J. Leverette**



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

The program has been in use since the 1970s by thousands of people worldwide.

We offer experienced, personal counsel tailored to your circumstances. After your training we can further help you prepare yourself and your company for sale.

[Listen to our 49 minute podcast](#) and then contact us to discuss how we can help you before you try to sell it by-owner or list it with a business broker.

### **Seller Training 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

[Click](#) to schedule your Seller Training.

**Why learn from a Business Buyer Advocate?** Because if you don't know how buyers will perceive you and your company and what they intend to do to you during due diligence and dealmaking, you are in for a big surprise.

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## **The Business Buyer Advocate.**

Showing People How to Buy the Right Business the Right Way

**Ted J. Leverette**

The Original *Business Buyer Advocate* ®  
"Partner" On-Call Network, LLC  
[partneroncall.com](http://partneroncall.com)

# Resources for Advisors and Sellers of Small and Midsize Companies

## Why learn from a Business Buyer Advocate?

**Because if you don't know how buyers will perceive you and your company and what they intend to do to you during due diligence and dealmaking, you are in for a big surprise.**

**Business sellers either exit their way or the way their buyer prefers.**

*The Street-Smart Way to Sell a Business* ® has been in use since the 1970s by thousands of people. [Ted J. Leverette](#), The Original *Business Buyer Advocate* ®, offers experienced, personal counsel tailored to your circumstances . . . revealing to you how buyers think and act. This enables you to present your offering in ways appealing to buyers. It also helps you cut to the chase with buyers so you don't waste time or risk your confidentiality on unworthy "buyers."

**Before you hire a business broker or exit planner, or before you deploy their recommendations . . .**

Sign up for our **Business Seller Training**. Doing so will equip you with insight and tools that are not available from any other kind of advisor. We'll tell you more about your alternatives, what you must know before and after putting your business on the market, and perhaps most importantly what you need to know and do now for after the sale of your company.

This training will make it easier for your business broker and/or exit planner to help you achieve the result you want. And if you want to try selling by-owner you absolutely need this training; there are just too many mistakes you don't know you don't know about and most of them will increase your risk and adversely affect the sale of your company.

**If you want to know how we train buyers, read our books:**

- [How to Buy the Right Business the Right Way—Dos, Don'ts & Profit Strategies](#)
- [How to Get ALL the Money You Want For Your Business Without Stealing It](#) (USA and Canadian versions.)