

*How to build a business without
getting burned out?*

HOW TO SELL YOUR COMPANY

CHECKLIST

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*As featured in my online course,
alive workshops and retreats*

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So you are thinking of selling your company?

Great. I did it twice so far. Great feeling. Freedom. Relief. Freedom. Anxiety – what now, omg, what next?

Why do you want to sell it?

Do you really want to sell or are you just overwhelmed by your current work and need to set up (a new) business model and operating procedures so that your company works and grows without you? Maybe you just need to attract better employees and delegete more and effectively. Maybe you just need a longer vacation. Maybe you are just burned out and therefore lost your motivation. It's ok, you are not alone.

Maybe your children don't want to inherit this and you want to retire... Maybe this and that, nevermind – you want to sell.

Ok. Where to start?

1. What is your why? Why do you want to sell, really? What will you do after? Do you want to cash and carry or are you just looking for a partner or investor? Maybe you are just tired of being in it all alone? Or you just need a financial injection?
2. It will take a while. More than you plan. At least double the time. And be patient.
3. It will be stressful to work on both tracks – growing your business and constantly preparing and analyzing data and explaining plans to potential buyers. You will be sick of Excel spreadsheets and you will definitely want to send all related parties to hell.
4. Selling your company is a rare opportunity. You know that only 20% of companies live to year 5. So you can imagine how very rare it is to be in the position to sell. Take your chances. Carefully.
5. First of all prepare your company the following way:
 - a. Divide all private and business costs – clear your balance sheet and profit and loss accounts. Be strict. No excuses.
 - b. Standardize all your operating procedures – that means defining the way you work – to the most smallest details. Common sense is not so common – remember?
 - c. Attract excellent employees and introduce them into your system so they can run your company without you so you are free even if you will not be able to sell your company at the end. And that is what you really want – to be free, and happy. Relaxed. Fulfilled.

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6. Prepare yourself. You are selling your baby. There will be emotions. A lot of emotions. And no one to talk to. Rarely anyone understands. Only few people have been through this experience.
7. It is good to find someone neutral (financial advisor) who will evaluate your brand/company. It is always worth more to us than it actually is on the market. How does one determine the value? Actually simple: value is the price someone is willing to pay. And that someone has his reasons to buy.
8. Identify potential buyers – competitors, suppliers, third parties. You can do this better than your consultants because you know your market best.
9. Why would they buy you – what are they actually buying? Entering your market, your clients, your IT, your employees expertise, what? Find that out – this is crucial for negotiations.
10. How much is it worth, not to you but to them – think from their point of view. Your baby is always precious to you, but the potential buyer wants his investment to be returned within 3 to 5 years. Logically.
11. Offer. Present. Your consultants can send out an invitation to potential buyers to listen to your presentation and then to pitch with a proposal to buy.
12. You should present how it all started, let your consultants present hard core numbers and sales and all financial estimations.
13. Consultants receive all offers and consult you which one to accept depending on your goals and expectations.
14. Don't be surprised or dissapointed if negotiations fail – many due dilligences are false pretending – they just want to get more info on you, to compete. Be prepared for literally anything. Shit happens.
15. Cash and carry.
16. Give your consultants their fee (usually 2-3 % from sales price).
17. What now? Go enjoy life. Be sure to rest for a while. You deserve it. Don't rush. You will probably turn into a serial entrepreneur. But be sure to take your time and put yourself first.

KRISTINA.

Hello dear Human. I'm Kristina. These are my nicknames in the business world: Inspiration, Serial Entrepreneur, Teacher and Superconnector (of small entrepreneurs). In the past 15 years of my entrepreneurial journey in SEE Europe I've built 3 and sold 2 companies and I spread the brand called Business Café – an exclusive event for small entrepreneurs, through franchise in 7 countries. I've written 3 books and enjoy mentoring and sharing. I burned out twice. So you don't have to.



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Be human. Do good. Make a difference.