

Our Handbook for Business, the Bible

Doing things in order

No doubt, at some stage you'll contemplate selling your business maybe to retire; to pursue other opportunities or because Jesus the rightful owner, is calling you out.

Whatever the reason, I see many sellers who are just not prepared for sale; neither is their business!

All they do, is present a 3-year profit & loss summary, list with a broker...and hope to find a buyer at their asking price.

So, instead of improving business operations first, they go to market as-is, which probably explains why only around 1-in-3 actually sell.

My counsel for business owners:

The best time to start preparing your business for sale was the day you opened; if that hasn't happened, the second-best time is today.

The preparation for sale process can take 12-18 months (or even longer) especially if the operation is overly dependent on you.

To prepare your business for sale, here's 5 ways to do things in order:

1. **Think** like a buyer and what they want - a high ROI...not to buy your problems
2. **Assume** the buyer is an investor who won't work in the business; show them it's possible because it can already operate just as well without you
3. **Document** fully all policies, procedures, systems, staff roles & job descriptions (you may need to engage outside consultants to help with this project)
4. **Highlight** good sales & profit trends from an active & growing customer data-base and a marketing strategy that ensures the trends will continue
5. Then...**present** all your information in a professionally prepared Prospectus document.

The Bible, our Handbook counsel for today, 1 Corinthians 14:40, KJV...

"Let all things be done decently and in order"

An unprepared owner trying to sell an unprepared business doesn't pass this test!

Other Scriptures (NKJV):

Ecclesiastes 3:2, "...A time to plant, and a time to pluck what is planted"

Psalms 24:1, "The earth is the LORD'S, and all its fullness, the world and those who dwell therein"

Proverbs 16:9, "A man's heart plans his way, but the LORD directs his steps"

Proverbs 24:27, "Prepare your outside work, make it fit...in the field; and afterward build..."