


# Business Selling Mastery Program Options

	<i>Free</i>	<i>Guided</i>	<i>Empowered</i>	<i>Liberated</i>	<i>Brokered</i>
	<b>\$0</b>	<b>\$995</b>	<b>\$3,495</b>	<b>Starting at \$5,995</b>	<b>Contact us</b>
	<p><i>Complete framework and insight on the important steps to help you plan or get started to sell your business.</i></p>	<p><i>Guidance and maintenance for each step of your deal process, providing leverage to the knowledge and experience you already have.</i></p>	<p><i>Personalized recommendations and support, adding confidence and strength as you grow toward your goal.</i></p>	<p><i>Experienced professionals providing all the tools and support to position you for the added freedom you seek.</i></p>	<p><i>Leadership in all areas of the process with guaranteed results you can count on. Inquire for full details.</i></p>
<b>One on One Coaching Hours Included</b>					
	<b>0 Hours</b>	<b>0 Hours</b>	<b>5 Hours</b>	<b>10 Hours</b>	<b>Unlimited</b>
<b>Context and Learning</b>					
Masterclass (Detailed Step by Step Process & Checklist for Selling Your Business, from preparing, valuation, listing, all the way through to negotiating, due diligence and closing.)	✓	✓	✓	✓	✓
Video Library of all Steps and Processes of the Masterclass	✓	✓	✓	✓	✓
All forms required for all steps in detailed checklist	✓	✓	✓	✓	✓
<b>Professional Valuation</b>					
Video Library	✓	✓	✓	✓	✓
Checklist of all business and financial information needed for the valuation of your business, which also assists in substantiating your value to your buyer.	✓	✓	✓	✓	✓
Detailed instructions and questions for understanding and calculating your Seller's Discretionary Earnings (SDE), which is the essential number needed to value your business.	✓	✓	✓	✓	✓
Spreadsheet (with instructions) that calculates SDE based on your data.	✓	✓	✓	✓	✓

One-on-One support and coaching to work through SDE, to ensure it is as high and accurate for your business			✓	✓	✓
Deep dive analysis of your financial statements and SDE, with your accountant's assistance if and as needed.				✓	✓
North America wide comparative sale data set to support "Market Multiples" for your business valuation. Over 26,000 historical sales with less than \$3,000,000 in revenue available to compare.		✓	✓	✓	✓
Instructions and a calculation spreadsheet to use "Market Multiples", "Buyer ROI", and "SDE Multiple" to value your business.		✓	✓	✓	✓
Professional review of your completed work, with questions and comments provided to assist with accuracy.			✓	✓	✓
One-on-One support to enhance and solidify your Market Multiple, Buyer ROI, and SDE Multiple valuation.				✓	✓
Your business analyzed top to bottom and valued by our team				✓	✓
Professionally Produced Valuation Report				✓	✓
<b>Risk Mitigation</b>					
Video Library	✓	✓	✓	✓	✓
Detailed checklist of information to prepare to avoid common pitfalls and risks.	✓	✓	✓	✓	✓
Web based Non Disclosure Agreement with electronic signature requirement, for your prospective buyer	✓	✓	✓	✓	✓
Secure Data Storage for sharing files with prospective buyers			✓	✓	✓
<b>Tax Planning and Deal Structure</b>					
Video Library	✓	✓	✓	✓	✓
Overview of deal structure options (asset or share sale, vendor financing, etc)		✓	✓	✓	✓

One-on-One support and coaching on tax planning and deal structure advice				✓	✓
<b>Marketing</b>					
Video Library	✓	✓	✓	✓	✓
Checklist of information you need to be prepared with to successfully market your business, with various marketing options to consider	✓	✓	✓	✓	✓
Guidance for what to share and what to keep confidential at every stage of marketing.		✓	✓	✓	✓
Template for Offering Memorandum		✓	✓	✓	✓
Professionally produced Offering Memorandum				✓	✓
One-on-One support and coaching to create marketing plan			✓	✓	✓
Your business listed on GBB's web-site, providing automated buyer qualification and communications		✓	✓	✓	✓
Featured listing on GBB site				✓	✓
Your business listed on each of GBB's database of international businesses for sale websites				✓	✓
Email marketing to GBB's qualified buyer lists and center's of influence			✓	✓	✓
Monthly Social Media Campaign (Facebook, LinkedIN, Twitter, Instagram)				✓	✓
Google Adwords Campaign					✓
Digital Bill Board Campaign					✓
Direct Calling and/or Direct Mail					✓
Responding to buyer inquiries					✓
<b>** Inquire about our added marketing Support, which includes target list development, photography and videography</b>					✓
<b>Buyer Screening &amp; Business Showing</b>					
Video Library	✓	✓	✓	✓	✓

Serious buyer profile VS tire kicker profile. Understand what information you need and what actions you need to see		✓	✓	✓	✓
Protect your confidentiality while giving the buyer the information they need to move forward.		✓	✓	✓	✓
Confidential Email address and/or phone number provided to assist with anonymity				✓	✓
One-on-One support and coaching on prospective buyers				✓	✓
Responding to inquiries and screening buyers to find your ideal buyer for you.					✓
<b>Negotiation</b>					
Video Library	✓	✓	✓	✓	✓
Letter of Intent process	✓	✓	✓	✓	✓
Negotiation variables, considerations, and pitfalls		✓	✓	✓	✓
Personalized LOI template				✓	✓
LOI customized for your buyer and business					✓
One-on-One support and coaching on buyer requests, offers, and counter offers received				✓	✓
Negotiate through offers and counter offers on your behalf					✓
Manage deposits in Trust					✓
<b>Deal Financing</b>					
Video Library	✓	✓	✓	✓	✓
How to prepare financing package for your business	✓	✓	✓	✓	✓
List of banks that finance specific businesses like yours in your area				✓	✓
Preparation of financing packages and controlling all aspects of financing application for your buyer				✓	✓
One-on-One support and coaching on financing your deal				✓	✓

<b>** Inquire about our financing support available for your buyer</b>					✓
<b>Due Diligence &amp; Closing</b>					
Video Library	✓	✓	✓	✓	✓
Complete list of due diligence documents buyers are likely to request.		✓	✓	✓	✓
Complete list of inspections and/or third part assessments that you can expect will need to be done		✓	✓	✓	✓
One-on-One support and coaching with you and your lawyer to support and finalize the Formal Agreement of Purchase and Sale.				✓	✓
Support for buyer inspections and assessments					✓
Checklist for account turnovers (utilities, suppliers, staffing, etc)		✓	✓	✓	✓
<b>** Inquire about our post-closing Business Coaching support available for your buyer</b>					✓
<b>Transition</b>					

**"Advance Confidently"**

**[www.BusinessSellingMastery.com](http://www.BusinessSellingMastery.com)**