


How to sell your business: Keys to maximize the price of your company

By Enrique Quemada Clariana

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If you are thinking of selling your company and you want to get the best price for it, then you need to read this book. In 'How to sell your business', Enrique Quemada talks naturally with the reader to explain everything there is to know about selling a business: the different stages of a company's life cycle, the sales process, the various parties that play a role in the sale, the many types of investors, the due diligence, the value and price of a company and how to carry out a good negotiation with strategic buyers, with family offices or with private equity groups.

By following this easy to read guide, with lots of real examples, you will learn about Mergers & Acquisitions (M&A): how to find the buyer that can pay the most and how to attract investors; how to be successful in a MBO or MBI, choosing the right partner; how to prepare for due diligence, improve your negotiation skills and subsequently maximize your price.

The quality of every stage of the process has a real influence on the final price. A company with an embedded value of 100 could have a poorly managed process meaning that the company is sold for 60, whereas a well-managed M&A process could raise the selling price to 140. More than a 100% difference. The author explains how to maximize every aspect of the selling process.

By selling your company you are converting years of work and effort into value and, in a short space of time, you can potentially create or destroy a lot of its value. It is in your hands. This book will help you come out a winner.

If you follow the steps laid out in this book, you will be able to say that you have completed an excellent sale. You will have the satisfaction of knowing how to complete the value-creating process that culminates in a magnificent transaction.

The first of its kind, this book is a necessary read for any business owner or anybody aiming to sell a company, as well as an important addition to business literature in general. Is a must read for anyone interested in the real side of Mergers & Acquisitions, written by a M&A specialist that has advised in more

than 800 deals.

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