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# How To Sell Your Business: Keys To Maximize The Price Of Your Company

ENRIQUE QUEMADA CLARIANA

How to  
maximize the  
Price of  
**MY**  
company

Advise on how to find the best  
buyer for your business



## Synopsis

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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## **Customer Reviews**

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. This is a must read book. Short and easy read

As a student of the Cornell School of Hotel Administration this book was great to read and learn from the best. Like someone already said, selling a business can be an emotional and stressful move. This book gives great perspective on M+A and does a better job than comparable M+A related books. Great read for anyone involved with any type of business. From the hospitality industry to IB and sales this book shows what is behind the sale of a business.

In this book Enrique Quemada shares his vast experience in M&A built after years of hard work in the industry. The book breaks down the entire M&A process and gives useful tips to managers who would like to sell their business due to different reasons: health issues, financial issues, shareholders issues, changes in the industry, and so forth. Besides Enrique advises the readers on how to increase the value of their company as well as the timing when they should sell it maximizing the chances to raise the price of it when the time comes. In a nutshell this is the accurate book for those readers who want to know how to increase the value of their company, when they should sell it and how M&A firms and the process work.

As a business owner, I found the book to be both insightful and practical. The author utilizes his many years of experience of running an M&A advisor in Europe as material for the book. Thus the book has specific and down-to-earth advice, with real-life stories to support its conclusions. Selling a business is very emotional for business owners, and this book takes emotion out of it, and creates a step-by-step approach towards the best realization. It is well written and full of diagrams that add an academic foundation to its practitioner's angle. A must for every business owner and those who want to run their own business.

Enrique's book not only explains the buying/selling process in a straightforward manner but also provides tips, examples, and real-life experiences that give you the ability to be your own expert on selling your company. It is easy to understand, which allows you to focus on the content of the material and truly learn. The book's simple but effective explanations teach you strategies that will help you to be successful in selling your company. I am looking forward to sharing it with friends and colleagues!

I bought this book not knowing much about mergers and acquisitions operations and now I have read it I feel that I have understood all the key ideas when it comes to buying or selling a business. The main thing I liked about it is that it focuses on smaller companies opposed to other books I've heard about which focus on huge multinational firms. It is a very enjoyable and easy read which I highly recommend if you are interested in learning more about this business.

For certain people, the act of selling their own business, probably will be at the same time one of the most disturbing and exciting moments in their life. And probably, except the professionals no one has enough experience no training to accomplish appropriately the situation. In order to avoid feeling alone in this wide moment Enrique Quemada has wrote this guide book about the sale process of your business with professionalism after the great experience he has acquired over the years in his career as M&A advisor. Even for the people related with this type of working, reading the book will result very rewarding by the negotiation art in the many cases mentioned and the real interesting experiences

Very interesting book about the world of Mergers and Acquisitions. If you want to sell company you have to read this book in order to know how to get the best price for it! All the different stages of the company's life cycle, the various parties that play a role in the sale, the sales process, the due

diligence etc. are explained very detailed. You will learn 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.

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