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12 Selling your business

Explain why you are selling
Emphasize the great opportunities for the business
Don’t waste time illustrating that sudden upturn in business expected imminently
Do you include a forecast?
Who is the buyer?
Holding back information
Due diligence
Do you own what you are selling?

13 Improve performance with a business plan

Planning is not budgeting
Strategic vision and action
Creating strategy
Planning for people
Practicalities

14 Using business plans for bidding

Appendices
1. The confidentiality letter
2. Reconciling profit and cash flow
3. The cash forecast