

# Thinking About Selling Your Business? QUESTIONS ARE THE ANSWER.

L. P. Grasso & Company, Inc. listens to your questions and knows the questions to ask.

## Introduction and Opinion of Value

Why now?  
Are you committed?

What makes  
your business  
unique?

What will you do  
after you sell?

How much do  
you want for your  
business?

Can we work  
together?

What about a third-  
party appraisal?

Are you  
prepared  
for the emotional  
roller coaster ride?

## Deciding to Proceed and Reverse Due Diligence

Is your business  
salable?

Can you live with  
the value?

How will the  
deal look?

How much in cash?

Will you hold paper?

Are you coachable?

What skeletons are  
in your closet?

Will you make required  
improvements?

Do you want to  
proceed?

## Marketing and Selecting a Buyer

What is the story of  
your company?

How did you get your  
first customer?

Where is the  
future growth?

Who's on the bench?

Is everything  
written down?

Is there anyone you  
don't want to approach?

What does your ideal  
buyer look like?

Who are your advisors?

Are you a marathon  
runner?

## Representation and Negotiation

What is the deal  
structure?

How long do you  
want to stay?

What are the deal  
breakers?

What is the buyer really  
willing to pay?

What is your BATNA?

What if we do this?

Are you caring  
too much?

How do you respond  
to the offer?

How much do  
you get to keep?

## The Closing and Transition

What's important and  
what is your posturing?

Are you focused on the  
goal or the obstacles?

Why all these details?

How do you control  
information?

When do you tell your  
employees?

What do you tell  
your customers?

Where do you  
put your money?

Are you getting  
cold feet yet?

When do you take  
your victory lap?

Now what do you do?

Use [info@lpgrasso.com](mailto:info@lpgrasso.com) to ask us about your business or your deal. It's free and there is no obligation.