



SELL: The 30-Minute Guide to Preparing Your Business for Sale

by Malcolm Murray



➤ Introduction: The Strategy to SELL

Every business owner, at some point, thinks about the end. It might come as a whisper during a quiet holiday, a deep breath after a tough week, or in response to a health scare or sudden change in life circumstances. For some, it's always been the plan to build, scale, and one day exit.

But when that moment arrives, most owners are unprepared. Over 70% of businesses fail to sell on their first attempt, and it is not because they aren't profitable, promising, or well-loved. They fail because the owner and the business simply aren't ready.

Selling a business isn't about putting up a For Sale sign. It's about crafting an irresistible story that shows potential, reduces risk, and gives a buyer absolute confidence in what they're investing in. It's about making your business acquisition ready. And that is why I have written this book.

Drawing on decades of M&A experience and facilitating hundreds of successful exits, I've identified five key strategies that determine whether a deal succeeds or stalls. These aren't just ideas. They're field-tested, boardroom-proven, and packed with real stories from real businesses.

Whether you're still in the early stages or actively preparing to sell, these strategies will help you plan, prepare, and exit with pride and value. This is how you get your business ready to SELL:

S**Structure your route to exit****E****Eliminate or mitigate every pitfall****L****Lock in the value of your heart, sweat and tears****L****Let go and transition from DOTO**