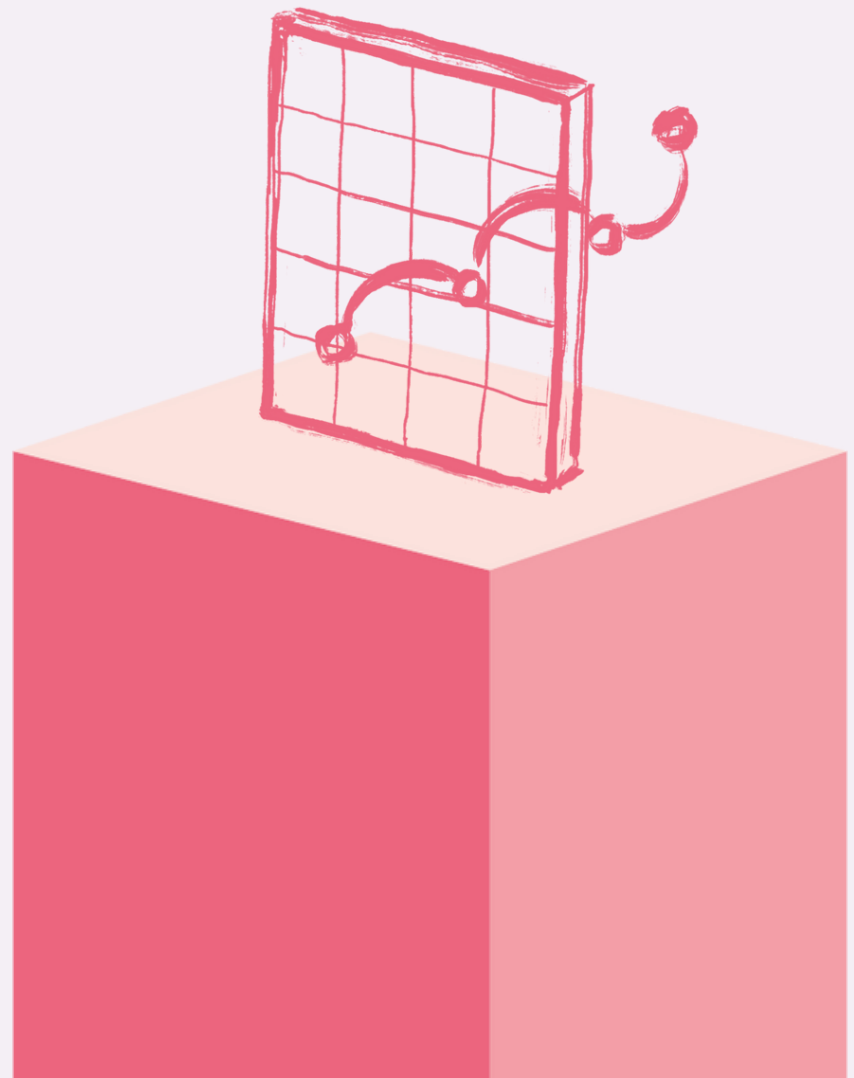


Top tips for selling your business to a trade buyer



Plan well

Some of the best deals involve two businesses that are already connected in some way. An option is, therefore, is to align yourself with your ultimate buyer well in advance of any deal and make yourself a “must-have” strategic target.



Research the market

The ultimate buyer may not be obvious. You should thoroughly research the market to identify potential acquirers in your industry but also other industries for “left-field” buyers. To maximise value, you should run an auction process.



Control the process

It is important that you control the information flow during the process – certain information should only be given at certain points. A sale process to trade can be disruptive and therefore you should drive the process to a timescale to keep it focused.



Highlight synergies

In your sale documentation not only should you highlight your underlying trading profit, but you should also identify potential synergies specific to the buyers. Often buyers will pay for readily realisable synergies but may also pay for speculative synergies.

