

# Preparing to sell your business

A Guest Article by Henry Campbell-Jones  
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### **Present your management information to buyers**

Preparation is key when selling a business. It is important to ensure that management information is up to date, readily available and clearly presented. A management consultant experienced in exit strategy and implementation can help you to prepare this information, and will produce a full Sales Memorandum to enable buyers to make an informed decision on whether to proceed.

Your consultant will need the following information to make a start:

- complete set of accounts for the last three years, including the profit and loss, balance sheet and cash flow statements
- current order book and forecast for the next 12 months
- list of top five to ten customers and their annual spend
- list of top ten suppliers and your annual spend with them
- asset list – purchase value and date acquired
- any advertising, brochures or marketing material used
- testimonials – pictures of work done, indicative contract value, feedback and appreciative comments from clients
- list of main competitors and competitor products
- staff details: list of permanent and contract, full-time and part-time staff, salary, age, time served with the company, qualifications
- pricing and charge structures (e.g. hourly rates, standard price for a particular service or product)
- copy of a typical client contract with your standard terms and conditions
- premises: freehold or leasehold – if leasehold, terms (duration and next renewal/rent review date), rent and rates.

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If you would like more information on any of the points covered in this Guest Article, please contact **TCii** on **020 7099 2621**.