

Taking the purchaser's perspective means thinking:

1. What is this business really about?
What exactly does it do?

2. What key pieces of information would a buyer need to see to be able to assess this business in terms of business value and business risk, and potential return?

3. How do I go about documenting that information so my business is presented fairly, objectively, robustly, yet in its best possible light?

**How to
think like a**

BUYER

**when
selling
your
business**
