

The Big Deal: A Practical Guide to Selling Your Business With Confidence and Clarity

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About the Speaker:

Andrew J. Goldberg is an attorney and Certified Public Accountant who has dedicated over 30 years to assisting business owners in selling their companies. Having advised on numerous transactions throughout the United States, Andrew J. Goldberg brings a wealth of knowledge and firsthand experience to the table. Recognizing the anxieties and concerns business owners face when selling their business, Andrew J. Goldberg is passionate about providing confidence, clarity, guidance, and support throughout the selling journey.

Abstract:

For many business owners, selling their company represents the largest transaction they will ever undertake—a once-in-a-lifetime opportunity. The process, while rewarding, can be fraught with uncertainty and trepidation. This presentation will demystify the process, offering a step-by-step guide to ensure a smooth sale process.

Target Audience:

Business owners with companies valued under \$10 million.

Objective:

1. To educate and guide business owners through the intricate process of selling their company, alleviating their concerns and ensuring they are well-prepared for this significant transaction.
2. Change their behavior to become emotionally invested in the process of selling their business.
3. Provide an opportunity to ask questions and garner feedback from an expert.

Key Takeaways:

1. The Emotional Journey: Addressing the personal and emotional aspects of selling a business you've built from the ground up.
2. Preparing for Sale: Essential steps to take before listing a business for sale.
3. Understanding the Value of your business: Learn the true worth of your business and how it's determined.
4. Legal Considerations: Navigating contracts, negotiations, and limiting your deal risk.
5. Closing the Deal: Final steps, paperwork, and ensuring a smooth transition.

Format:

A 30 – 45 minute presentation, plus a 15-minute Q&A session.

Materials Provided:

- Comprehensive slide deck
- List of resources for further assistance

Host and Facility Requirements:

- Projector and screen for slide presentation
- Microphone and speaker system
- Video recorder with remote microphone to record presentation
- List of attendees with phone numbers, email and business addresses one month prior to presentation

Interactive Elements:

1. Case Studies: Real-life examples of business sales Andrew J. Goldberg has advised on, highlighting challenges faced and solutions implemented.
2. Live Q&A: Engage the audience by asking questions about their concerns and tailoring the presentation to address them.

Fees and Expenses:

- No speaking fee
- Travel and accommodation to be covered by the event organizer
- Materials and handouts to be covered by the event organizer

Promotional Strategy:

To ensure maximum attendance and engagement, we propose the following promotional activities:

1. Social Media Campaign: Utilize platforms like LinkedIn, Twitter, and Facebook to share teaser content, testimonials, and countdowns leading up to the event, with links to sign-up for event.
2. Email Marketing: Send out a series of emails to potential attendees, highlighting the value of the presentation and the expertise of Andrew J. Goldberg.
3. Local Business Associations: Partner with local chambers of commerce and business associations to promote the event to their members.
4. Press Release: Draft and distribute a press release to local media outlets, highlighting the significance of the event for business owners.
5. Pre-event survey: Request attendees to provide questions and issues they would like addressed so the presentation is more tailored.

Post-Event Engagement:

1. Feedback Survey: Distribute a survey to attendees to gather feedback, which can be used to refine future presentations.
2. Follow-Up Webinars: Based on the feedback and questions from the event, host webinars to delve deeper into specific topics.
3. Networking Opportunities: Organize post-event mixers or networking sessions, allowing attendees to connect with Andrew J. Goldberg and each other.

Customization Options:

Understanding that every audience is unique, we offer the following customization options:

1. Tailored Content: Adjust the presentation to cater to specific industries or business sizes.
2. Workshop Format: Convert the presentation into an interactive workshop, allowing attendees to work on real-life scenarios.
3. Panel Discussion: Include other experts in the field for a panel discussion, offering diverse perspectives on the business selling process.

Additional Offerings:

1. Book Signing and book discounts
2. Separate break-out session to discuss issues in more depth.

Availability and Booking:

Andrew J. Goldberg is available for speaking engagements with bookings at least two months' notice advance to ensure availability and ample preparation time.

Conclusion:

The sale of a business is a monumental event in an entrepreneur's journey. With Andrew J.

Goldberg's vast experience and dedication to guiding business owners through this process, attendees are guaranteed to leave the presentation feeling more informed, confident, and prepared. We look forward to the opportunity to share this invaluable knowledge with your audience. Thank you for considering this proposal.

For information and further inquiries, please contact Andrew at 248-455-6500 or andy@thebigdealbook.com