

Thinking About Selling Your Business?

Why Having a Sales Infrastructure in Place Attracts Serious Buyers and Commands Top Dollar



No matter what industry you are in or how long you have been in business, owner goals are the same: you want your business to succeed. However, for many owners, a time will come when your goals shift and you start thinking about selling your business.

When this time comes, having a solid sales infrastructure can help command the price tag your business deserves.

Plan NOW the Sale of Your Business?

According to [BizBuySell.com's 2021 Annual Insight Report](#), 10,628 closed transactions were reported by their brokers in 2021, a nearly 28 percent increase from the 7,614 reported in 2020. This represents the largest year-over-year growth since 2013 and a significant step forward for the market. The biggest contributor to this increase is more businesses having healthy financials. Revenue growth not only boosts EBITDA value but is also a [key number of buyers look at when valuing your business](#). If you are thinking about selling your business, it is important now more than ever to create a sales infrastructure. Particularly since planning to optimize the value of your business starts **at least three years out**.

Creating a Sales Infrastructure – The Value

A solid sales infrastructure primes you to sell your business by leading to:

- Increased revenue performance due to sales forecasting, hiring the right salespeople and compensation plans that reward success.
- Customer retention and market intel via a Customer Relationship Management (CRM) system.
- Business success that succeeds, rather than relies upon, the owner.

If you take the time to create a sales infrastructure now, you will attract more serious buyers and command top dollar when you sell. Are you ready to improve the value of your company in preparation for selling your business? Find out how an Outsourced VP of Sales can get you started. Reach out to me at mprive@salesxceleration.com or 713-907-6310 to learn **how to position your business for optimum value.**



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