

The 15-Week Business Sale Roadmap

A step-by-step timeline to selling your company for maximum value.

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PHASE 1: PREPARATION (Weeks 1-2) Sale

Goal: Establish a defensible price & strategy.

Key Actions:

- Calculate SDE (Seller Discretionary Earnings) to justify value.
- Understand your pricing strategy. Set your "Walk Away" price and asking price.
- Organise historical financial statements.

Warning: Guessing a price kills deals immediately. You must show the math.

PHASE 2: FIND BUYERS (Weeks 2-4)

Goal: Generate interest without alerting staff or competitors.

Key Actions:

- Create a "Marketing Listing" (Anonymous Teaser) / outreaching.
- Screen buyers for financial capability.
- **Sign NDAs (Non-Disclosure Agreements) before revealing identity.**

Warning: A leak to employees or suppliers can devalue your business overnight.

PHASE 3: NEGOTIATIONS (Weeks 4-8)

Goal: Convert enquiries into written offers.

Key Actions:

- Structure payment terms (Cash vs. Earn-out).
- Compare offers using the "Negotiation Guide."
- Sign the **Key Terms (LOI)** to lock in the buyer and guarantee payment.

Warning: Verbal offers are worthless. Get it in writing (LOI).

PHASE 4: DUE DILIGENCE & CLOSING (Weeks 8-12)

Goal: Give confidence by offering full transparency. Sign the final contract.

Key Actions:

- Open the "Data Room" for buyer review.
- Pass the **Due Diligence Checklist** items.
- Finalise the **Sales & Purchase Agreement (SPA)**.

Warning: This is how buyers can gain full confidence to buy. Learn how to protect yourself (confidentiality and financial) in case buyer cancels the deal.

PHASE 5: HANDOVER (Weeks 12-15)

Goal: Transfer ownership and secure final payment.

Key Actions:

- Execute the **Transfer of Business** forms.
- Implement the **Handover Plan** for staff/training.
- Release funds from Escrow / Obtain final payment.

The Seller's Document Checklist

Stage	Required Document / Tool	Status
1. Preparation	SDE Valuation Calculator (Excel)	 In Toolkit
	Price Strategy & Justification Guide	 In Toolkit
	Documents to Prepare Checklist	 In Toolkit
	3 Years P&L & Balance Sheet	<input type="checkbox"/> You Provide
2. Find Buyers	NDA (Confidentiality) Template	 In Toolkit
	Blind Listing / Business Summary	 In Toolkit
	Buyer Screening Checklist	 In Toolkit
3. Negotiation	Key Terms / LOI Template	 In Toolkit
	Negotiation & Objection Guide	 In Toolkit
	Payment Term Options Guide	 In Toolkit
4. Closing	7-Day Due Diligence Checklist	 In Toolkit
	Closing Guide & Responsibilities	 In Toolkit
	Lease Agreement & Employee Contracts	<input type="checkbox"/> You Provide
5. Handover	Handover Guide & Checklist	 In Toolkit

You can't sell without knowing the next step.

We have seen small business owners listed their business for sale, getting enquiries and meetups, but still not sold after months. In the end, many end up closing with \$0.

When we wanted to sell our own business, we face the same issues you are facing - uncertain of how to value, to guarantee payment, and with brokers. Brokers ignored, some stalled us for months, some promised high valuation and asked for retainers. Whether you work with or without a broker, **nobody cares about the sale of a business as much as the owner.**

In the end we prepared on our own and sold our business for six figure, 28 days since preparation

Now, we are helping small business owners to exit your business in a rewarding way.

Get the Sell My Business Toolkit (S\$190)

- Instant Download (Word/Excel)
- Includes All Templates Marked  Above
- NOT a book. The guides & templates are designed to be completed fast.

Download the Toolkit Now. Link below.

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