



R1.3.12+

ORGANIZATION
/Ownership & Board

DECISION SHEET

v1.0

Job to be done

When the decision about selling the company has been made, it is a good idea to clarify the financial and personal questions about the sale before initiating the sale process.

By considering these questions in advance, we ensure to have the best possible sale process.

How to do it

Start by reading all questions to get an overview of them.

Next, add further questions that you can think of.

Last, answer the questions one at the time. Write a question mark if you are unsure about the answer.

Next step

- Further evaluate the questions you are unsure about.
- Select which questions you wish to discuss further with your personal and professional advisors and decide on the right advisors.
- Arrange one or more meetings to discuss the questions.

Licensed to:

Developed by:



Business Sale Questions

Questions to consider before selling the company



PERSONAL QUESTIONS	NOTES
What is the right time to sell the company?	
How is the company to be taken forward? (values, place, growth)	
What is the right position for you in the company after the sale?	
How should your work-life balance look after the sale?	
What is your family's thoughts and needs in regards to selling the company?	
How and how fast should the change in leadership happen?	
Will you pay particular attention to employees in regards to the sale?	
What expectations do your surroundings have from you in regards to the sale?	
Who is the ideal buyer? (family, suppliers, customers, competitors, employees)	

Date:

Name:

FINANCIAL QUESTIONS	NOTES
What is your desired price for your ownership stake/company? (minimum and realistic maximum)	
Does the company have an untapped development potential?	
Which method of payment and time frame do you prefer?	
Would it be beneficial for you to keep a smaller ownership stake in the company?	
Do the company's activities need to be divided before the sale?	
Do you need to consider any tax related and/or hereditary circumstances?	
What is your plan B if the company cannot be sold?	
How can you make the company attractive and optimize the price?	

Company: