

[Free] Built to Sell: Creating a Business That Can Thrive Without You (PDF All Chapters)

## [Free] Built to Sell: Creating a Business That Can Thrive Without You by Par John Warrillow (PDF All Chapters)

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*Présentation de l'éditeur* According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to

Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: \* Teachable: focus on products and services that you can teach employees to deliver. \*

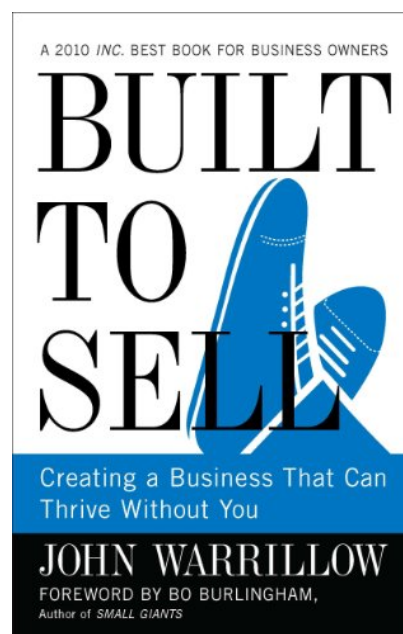
Valuable: avoid price wars by specialising in doing one thing better than anyone else. \* Repeatable: generate recurring revenue by engineering products that customers have to repurchase often. *Revue de presse* “John does a masterful job of illuminating the qualities that business buyers look for in a company, and he does it in a thoroughly enjoyable and engaging manner.”—Bo Burlingham, author of *Small Giants*

(from the Foreword) “There is no tooth fairy for selling a business. It takes planning and a real understanding of what works. I bet you'll find yourself (like me) recommending this book to your friends who want to sell their businesses one day but don't understand what that's going to take.”—Seth Godin, author of *Linchpin* *Présentation de l'éditeur* According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: \* Teachable: focus on products and services that you can teach employees to deliver. \* Valuable: avoid price wars by specialising in doing one thing better than anyone else. \* Repeatable: generate recurring revenue by engineering products that customers have to repurchase

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Par John Warrillow

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Commentaires clients  
Commentaires clients les plus utiles  
2 internautes sur 2 ont trouvé ce commentaire utile.  
Votre business peut-il survivre sans vous ?  
Par Adrien Man  
Le problème de beaucoup de petits entrepreneurs et indépendants est qu'ils n'ont pas de business, ils sont le business. Dans ces conditions, impossible de vendre car le business s'écroule dès que son fondateur part; il n'a donc aucune valeur. Partant de ce constant, l'auteur explique comment reprendre les choses en main et faire en sorte qu'une entreprise tourne correctement sans son fondateur; ceci afin de la vendre ou tout simplement pour rendre sa gestion plus agréable. Le livre explique tout cela au travers d'une histoire fictive; celle d'Alex, fondateur d'une petite agence web/marketing/publicité multi-services, qui croule sous la charge de travail. Etape par étape, il va réorganiser sa façon de travailler, sa façon de penser son travail. Simplification, automatisation, délégation et processus. Un livre intéressant au final, surtout si vous êtes dans un business de service où il est très facile de tomber dans ce piège.  
1 internautes sur 1 ont trouvé ce commentaire utile. Comment valoriser un business  
Par Sylvain Paris  
Très bon livre agréable à lire qui donne des conseils très utiles pour valoriser et structurer un business. Pouvoir faire tourner une affaire sans l'implication de son fondateur est essentiel pour se développer.  
0 internautes sur 0 ont trouvé ce commentaire utile. Great Read  
Par Jeremie  
The whole point of the book is obviously to learn what to do with your business to sell it after developing it. The author relates to the story of that guy, who owns a logo business but wants to do a lot of other stuff also. As a marketing professional, I see this mistake every single day. Businesses that are trying to do everything for everyone, and end up not serving anyone. Great example.

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