

TWELVE CRUCIAL Q & A's - FAST TRACK COURSE

Buying, Selling & Merging Mid-Market Companies

Speech Presented by John L. Nelson



NELSON CONSULTING SPEAKERS BUREAU Speaker titles/topics include:

- Impact Of The Computer On Mankind
- Nexis – From Embryo To Icon Status, Reported By The Founding Father Of Nexis
- Twelve Crucial Q & A's Fast Track – Buying, Selling & Merging Mid-Market Companies
- How To Sell Or Merge Your Mid-Market Business For Top Dollar
- *Nautilus Methodology 12 Step* – Buying, Selling, Investing & Funding
- Preparing Your Business To Be Sold Or Merged – What Should You Do & When Do It
- Business Valuations & Selling Multiples Made Simple
- Current State Of The Merger & Acquisition Markets

SPEAKER PROFILE Coinciding with the new Millennium, John L. Nelson formed Nelson Consulting, Inc., a Tampa, Florida Corporation with global reach. As a licensed business broker / agent & business intermediary Nelson Consulting offers merger, acquisition & investment banking services to mid-market business owners & qualified investors. With forty years experience in the information technology (IT) industry, thirty-five as a senior executive, John led a number of high-technology business ventures. Within the *Fortune 50* corporate culture, John headed up several business incubator projects; e.g., recognized as the *founding father of NEXIS* (of LEXIS / NEXIS fame). In the '80's & '90's, John led software consulting companies to international prominence & financial success. Career highlights include rapid revenue growth, high profit margins, domestic & international market expansion, merger, acquisition, private placement & initial public offering. Transaction closings exceed \$300M.



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PRESENTATION OUTLINE

Welcome! You have committed to spend your valuable time with Nelson Consulting. In return, we intend to present substantive answers to the 12 most frequently asked questions middle-market business owners pose. We recommend you record your notes directly on the handout provided. This is yours to keep. Our speaker will be glad to meet one-on-one at the end of this seminar or at a mutually convenient time in the future. We are here to serve your interest & objectives.

1. Q: What is the current market climate for selling, merging & buying a mid-market business?
2. Q: What is the fair market value of *my* company?
3. Q: What is *my* company's potential value, assuming I *condition* the business prior to listing?
4. Q: Should I sell, merge or buy?
5. Q: What is the perfect offer & how do I achieve *my* ideal?
6. Q: Where do I find buyers, merger partners, & sellers?
7. Q: What is the optimum marketing approach to achieve *my* ideal?
8. Q: What are *Nautilus Methodology* & *Confidential Auction* & how are they used to achieve success?
9. How do I strategize the negotiations to optimize *my* ideal?
10. How do I select the *best offer* & the *right buyer*?
11. What exactly is involved in closing a business transaction?
12. Can I stay on & receive a second payday, perhaps even larger than the first?