

INTERVIEW QUESTIONS

1. With your experience founding and building companies and as a business broker, what led you to focus on this particular subject matter?
2. You talk about the “4 Step Process” in your book. What is that all about?
3. Do you need to hire a consultant for this?
4. How is a small business valued?
5. You talk about functional areas in a small business. What are they?
6. What are the different buyer types?
7. Now that you’ve analyzed the company and defined the buyer types, what do you do now?
8. What are the benefits of increasing business value?
9. You talk about making the company salable. Is there any benefit to a young business owner who’s trying to grow the company?
10. You also have an on-line course for the XITpro System. Tell us about that.
11. How can people reach you?