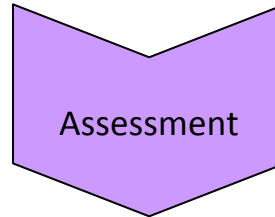
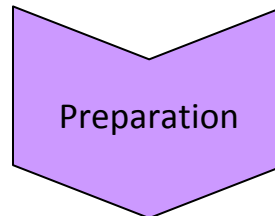


# Overview of the Sales Process

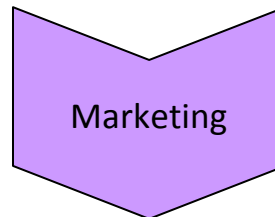
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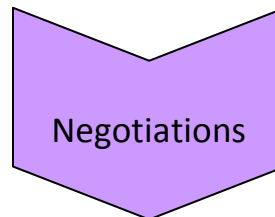
- Structure
- Financials
- Customers
- Saleability



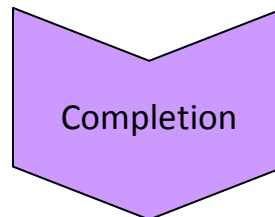
- Agree sales strategy & tactics
- Refine & agree buyer list
- Prepare marketing materials and confidentiality agreements



- Implement marketing programme
- Negotiate confidentiality agreements
- Liaise with interested parties
- Preliminary offers



- Distribute additional financial and commercial information
- Set deadline for firm offers with firm financing
- Receive offers



- Select best offer
- Move to heads of agreement, keeping other bidders 'hot'
- Negotiate Sale & Purchase agreement and ancillary contacts
- Complete Due Diligence
- Complete Transaction