



Built to Sell: Creating a Business That Can Thrive Without You

By John Warrillow

Download now

Read Online ➔

Built to Sell: Creating a Business That Can Thrive Without You By John Warrillow

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.

 [Download Built to Sell: Creating a Business That Can Thrive ...pdf](#)

 [Read Online Built to Sell: Creating a Business That Can Thri ...pdf](#)

Built to Sell: Creating a Business That Can Thrive Without You

By John Warrillow

Built to Sell: Creating a Business That Can Thrive Without You By John Warrillow

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.

Built to Sell: Creating a Business That Can Thrive Without You By John Warrillow Bibliography

- Sales Rank: #69116 in eBooks
- Published on: 2011-04-28
- Released on: 2011-04-28
- Format: Kindle eBook

 [Download Built to Sell: Creating a Business That Can Thrive ...pdf](#)

 [Read Online Built to Sell: Creating a Business That Can Thri ...pdf](#)

Download and Read Free Online Built to Sell: Creating a Business That Can Thrive Without You By John Warrillow

Editorial Review

Review

“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*

About the Author

John Warrillow is the author of *Built To Sell: Turn Your Business Into One You Can Sell*. Throughout his career as an entrepreneur, John has started and exited four companies. Most recently he transformed Warrillow & Co. from a boutique consultancy into a recurring revenue model subscription business, which he sold to The Corporate Executive Board (NASDAQ: EXBD) in 2008. He is the author of *Drilling for Gold* and in 2008 was recognized by BtoB Magazine's "Who's Who" list as one of America's most influential business-to-business marketers.

Users Review

From reader reviews:

Melissa Conner:

What do you ponder on book? It is just for students because they're still students or this for all people in the world, exactly what the best subject for that? Just you can be answered for that query above. Every person has different personality and hobby for every other. Don't to be forced someone or something that they don't would like do that. You must know how great as well as important the book Built to Sell: Creating a Business That Can Thrive Without You. All type of book is it possible to see on many solutions. You can look for the internet solutions or other social media.

Sheila Cyr:

This book untitled Built to Sell: Creating a Business That Can Thrive Without You to be one of several books that best seller in this year, here is because when you read this e-book you can get a lot of benefit onto it. You will easily to buy that book in the book retail outlet or you can order it by means of online. The publisher in this book sells the e-book too. It makes you more easily to read this book, as you can read this book in your Smart phone. So there is no reason for you to past this reserve from your list.

Martina White:

The guide with title Built to Sell: Creating a Business That Can Thrive Without You has lot of information that you can discover it. You can get a lot of profit after read this book. That book exist new information the information that exist in this book represented the condition of the world today. That is important to yo7u to find out how the improvement of the world. This particular book will bring you throughout new era of the glowbal growth. You can read the e-book on the smart phone, so you can read the item anywhere you want.

Renee Wood:

Built to Sell: Creating a Business That Can Thrive Without You can be one of your basic books that are good idea. We recommend that straight away because this publication has good vocabulary that may increase your knowledge in vocabulary, easy to understand, bit entertaining but nevertheless delivering the information. The writer giving his/her effort to place every word into pleasure arrangement in writing Built to Sell: Creating a Business That Can Thrive Without You although doesn't forget the main point, giving the reader the hottest and also based confirm resource details that maybe you can be one among it. This great information can certainly drawn you into brand new stage of crucial thinking.

Download and Read Online Built to Sell: Creating a Business That Can Thrive Without You By John Warrillow #ACQW7MPY4VG

Read Built to Sell: Creating a Business That Can Thrive Without You By John Warrillow for online ebook

Built to Sell: Creating a Business That Can Thrive Without You By John Warrillow Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Built to Sell: Creating a Business That Can Thrive Without You By John Warrillow books to read online.

Online Built to Sell: Creating a Business That Can Thrive Without You By John Warrillow ebook PDF download

Built to Sell: Creating a Business That Can Thrive Without You By John Warrillow Doc

Built to Sell: Creating a Business That Can Thrive Without You By John Warrillow Mobipocket

Built to Sell: Creating a Business That Can Thrive Without You By John Warrillow EPub