

Note to Readers

The Seller's Journey

To the owners who have spent their lives building a business, the process of selling it is so much more than just a transaction. It is, in essence, the biggest transition of their lives.

When we choose to care for the emotions of the people involved in the sale of a business, it goes more smoothly, with fewer delays and less cost. It also helps owners land gently and gracefully on the other side of the sale, enriched not only with the financial rewards of what they spent their lives building, but with their spirits intact and their hearts ready to step into the next chapter of their lives.

Rather than make this a prescriptive “how-to” book, I invite you to come along on a journey with an owner who has sold his business. Given how treacherous the journey can be, and yet how awe-inspiring it can feel to safely make it to the other side, the tale is set in the wilderness of Glacier National Park. As an eavesdropper on our travelers, you will learn about the ways Marty and his advisors struggled to keep his deal on track, how they navigate slippery slopes of trust and how they consider a new path to rescue another traveler who has lost his way.

Although this story is loosely based on journeys I have taken with others, it is a composite of lessons I and my clients and their advisors have learned. The characters are a bit of me and a bit of you and a bit of anyone who has struggled with their identity and with navigating who they are, at work and in their lives.

I hope this story finds you at just the right time. If you are the owner of a business, I hope it encourages you to prepare for how you will exit your business. If you advise owners in the sale of their businesses, this book will help you understand and serve your clients in a way that will allow you to look back on your career and know that you have been involved in the sacred work of helping owners and their families navigate the perilous terrain of transferring their companies, their employees and their customers into safe hands. If you love someone who is struggling with the decision to sell their business or someone who serves them in this journey, the book will give you some understanding of the often overwhelming emotional process that sellers and their advisors are undergoing every day.

Lace up your boots and come along with us on *The Seller's Journey*.

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