



Sales Gravy Press Publishes Third Edition of Exit Strategy

The book, which is popular among business owners, their advisors and M&A professionals, is now available around the world and at most online booksellers.

Sales Gravy Press, a Cape Coral, Florida-based publisher of sales and business books, announced the third edition of Exit Strategy: Maximizing The Value Of Your Business is now available.

Authored by **Thomas W. Lyons**, founding partner and principal of Faelon Partners, Ltd., a Twin Cities-based mergers and acquisitions (M&A) firm, Exit Strategy demystifies the complex process of selling a business. In doing so, Lyons illustrates the importance of an exit strategy, personal preparation, and high-level professional representation by an experienced M&A advisor for every business owner.

"We are thrilled to be working with Tom Lyons," said Jeb Blount, president and CEO of Sales Gravy Press. "Tom is a master at helping entrepreneurs develop strategies and answer the tough questions required to exit their businesses successfully. Exit Strategy shows how important planning, preparation and timing are to the sale of a business."

"Demand for Exit Strategy's timeless principles has taken root and more people than ever are asking these important questions," said Lyons, who has bought and sold businesses personally and professionally for more than 30 years. "By signing on with Sales Gravy Press, we can reach markets that were unavailable to us in the past and make Exit Strategy more easily available than ever before."

In addition to Lyons' own writing, he invited four respected professionals to contribute to chapters describing the roles of the critical advisors, including: Personal financial planner; Trusts and estate attorney; Accountant (CPA); Transaction (M&A) attorney. The final chapter -- about life after the sale -- was written with contributions from Richard Christison, co-founder and former principal of the advertising firm, Coleman & Christison, Inc.

"Exit Strategy helps business owners think more in depth and answer critical questions about their businesses and their exit strategy," said Blount. "This is the first book of its kind, and we're excited about publishing it, and look forward to publishing Mr. Lyons' next book, which is already in the works."

Exit Strategy is available by contacting **Faelon Partners, Ltd.**, **Sales Gravy Press**, or any online bookstore. The publisher's suggested retail price is \$24.99.

About Thomas W. Lyons and Faelon Partners, Ltd.

Thomas W. Lyons is the founder and president of Faelon Partners, Ltd., a Minneapolis-based mergers & acquisitions firm. He is a featured speaker on the topics of developing exit strategies for business owners. He regularly speaks in front of and delivers seminars to private banks, business and civic organizations, chambers of commerce, groups of high-net worth individuals, owners of closely held business concerns, and trade associations, among others. He also has conducted closed-door seminars with business advisors on the topic of maximizing the value of a business and controlling the timing of its sale. He is a frequent contributor of articles and expert opinions on exit strategies to business publications, reporters and newspapers. He has also been a frequent guest lecturer on exit strategies to MBA candidates at the University of Minnesota, and on entrepreneurship at the University of St. Thomas.

For more information about the firm please contact **Thomas Lyons** or, phone 763-231-4200 Extn: 1.

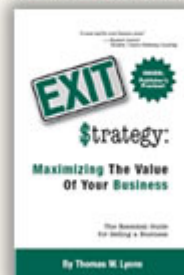
About Sales Gravy Press

Sales Gravy Press publishes, markets, and distributes books and audio programs focused on sales and sales leadership. Sales Gravy Press is headed up by best-selling author, former Fortune 500 senior executive, and award-winning Sales Professional, Jeb Blount. "Sales Gravy Press was built for and by salespeople, so we understand what 21st century Sales Professionals want and how they buy. As authors, we also understand the needs of today's sales experts and thought leaders. Because of this, we have great respect for both our audience and our authors. The world is changing and taking advantage of the way most sales books will be purchased in this new paradigm is the cornerstone of our business model."

For more information, visit www.salesgravypress.com, or phone the publisher, Jeb Blount, at 305-525-8210.

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