



## **UK Based Firm Gains Releases The Business Selling Game Infographic On Their Website**

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Firm Gains, a company based out of Berkshire in the United Kingdom, has introduced The Business Selling Game infographic on their website. This game-like infographic provides business owners with the ability to walk through the selling process for themselves via an easy to understand step-by-step visual aid. Each space is numbered, some with captions explaining hardships that might be faced during the sale. Spaces supply interesting twists, such as, "Your only interested buyer cannot raise the money to buy your company; go back 12 spaces," and "Your broker has come up with no leads; go back to square 9."

Those interested in checking out The Business Selling Game can do so through the company's official website. Here, business owners can expand the image, and even download it onto their own device to print or refer to digitally later. The Firm Gains home page also supplies access to a number of free resources and news related to buying and selling businesses for those who care to check it out. The company can also be followed through their social media account at <https://twitter.com/firmgains>.

As the infographic progresses from square to square the messages begin to appear more positively. Square 57, for example, states, "A competitive auction! Add 300,000 to your sale price - Negotiating section." When

readers reach the last square, they are greeted with a hearty congratulations message stating, "Well done, you have sold your business!" This continues into a breakdown of what percentage of business owners are successfully able to sell their companies, as well as contact information on how to reach the company for real help in the sales process. They explain: "For every business, the route they need to take is different. Every transfer agent, broker, M&A adviser and professional services firm has specific experience and skills - the challenge is that it's sometimes difficult to work out what exactly they are skilled in and whether their particular skill set will benefit you best."

Firm Gains has stated that they can help clients determine how to choose the right sales strategy for them. They encourage businesses which are considering selling their companies to visit them online, check out the infographic for themselves, and to contact them directly for guidance.

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For more information about Firm Gains, contact the company here: Firm Gains John Braithwaite 01962 609 000 info@firmgains.com Unit 3B, Apollo House Calleva Park, Aldermaston Berkshire RG7 8TN United Kingdom

## **Firm Gains**

*Owned and operated by entrepreneurs and business owners, all of whom have direct experience running and selling companies, we created Firm Gains to help other fellow business owners navigate the challenging journey of selling their business.*

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