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By Thomas Metz

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Stock, a tangible asset, is easy to value Valuing a business consists of quantifying the value of a range of factors and weighing their comparative importance, which

<http://us.franchisesales.com/resources/articles/selling-a-business-tangible-vs-intangible-business-valuation-factors>

Selling the intangible company : how to negotiate and capture the value of a growth firm. Thomas V. Metz, Jr Wiley finance series Wiley, c2009

<http://ci.nii.ac.jp/ncid/BA88106906>

That's how many service companies who have intangible "goods" to sell sometimes feel when it comes to marketing You are "selling" the idea of someone

<http://www.marketingprofs.com/4/stroll60.asp>

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Selling intangible goods. In this document. Gillette became the number one company selling razors by giving away the razor with one or two sets of blades, <http://www.iusmentis.com/business/sellinginformation/>

When selling intangible solutions, it really is about credibility and the relationship. being a guest speaker for local business or community groups, <http://saleshq.monster.com/training/articles/1957-selling-intangible-solutions>

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Overview of the issues and processes involved in selling or transferring your business' assets Transferring and selling assets Intangible assets; <https://www.nibusinessinfo.co.uk/content/transferring-and-selling-assets>

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This article offers guidance on helping clients take advantage selling personal goodwill goodwill is an intangible asset of business goodwill http://www.aicpa.org/Publications/TaxAdviser/2014/may/Pages/Payne_May2014.aspx

The biggest difference between selling things and intangible services is the pivotal role This is a samples business. You don t sell intangibles by <http://trustedadvisor.com/articles/ten-myths-about-selling-intangible-services>

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Learn more about Metz Thomas, Speaker, Tv Metz & Co including entitled Selling the Intangible Company How to Negotiate and Capture the Value of a Growth <http://www.spoke.com/people/metz-thomas-3e1429c09e597c1004208b80>

What is the importance of intangible assets when selling a business? All businesses have two classes of assets. They are either tangible or intangible.
<http://www.rogeronbusinessservices.com/importance-of-intangible-assets-when-selling-a-business/>

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Selling an Intangible Service 21 Views by Jon The services business is the business of selling things the customer cannot see, taste, or feel.
<http://www.sellingcrossing.com/article/150552/Selling-an-Intangible-Service/>

How might a company selling intangible products or services use packaging to enhance the perception of value?
<http://www.tutorsglobe.com/question/selling-intangible-products-or-services-577167.aspx>

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Sell Intangible Services; Broaden Business with Current Clients; The reality is that selling intangible services only works when you embrace openness and generosity.
<http://trustedadvisor.com/why-trust-matters/increase-your-sales/selling-intangible-services>

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<http://www.greenbiz.com/blog/2009/08/24/selling-intangibles-how-sell-what-customer-cant-see>

How to Sell Tangible Vs. Intangible Products The biggest differences between selling the two types of items are in the particularly if it is a business

http://wiki.fool.com/How_to_Sell_Tangible_Vs._Intangible_Products

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<http://www.zoominfo.com/p/Thomas-Metz/6822283>

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the higher a premium you'll receive for these intangible assets upon selling the business. Edward Karstetter is the Director of Valuation Services at USBX,

<http://www.entrepreneur.com/article/51628>

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<http://k4northwest.com/cpages/k4academy>

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