# 2090 Build to Sell

Product Fieldbook · https://kb.jeffreysummers.com/docs/2090-build-to-sell-2/

## The Demand

Before your next operational decision, treat "build to sell" as a construction standard, not an exit plan. Pick one area of your operation — documentation, financial controls, systems, physical plant — and ask whether it would hold up to a knowledgeable, demanding outside evaluator looking at it with fresh eyes today. If it would not, fix it this week, whether or not you ever plan to sell.

## The Work

The area of your operation you are evaluating (documentation, culture, financial controls, physical plant):

Would it hold up to a demanding outside evaluator today — yes or no:

What it currently runs on — documented process or tribal knowledge:

The person whose departure tomorrow would expose the biggest gap in that area:

The one piece of documentation or standard you will build this week regardless of whether you ever plan to sell: