



Make Yourself Stand Out

For some time now, there have been more qualified buyers than qualified sellers of businesses. So the problem becomes trying to stand out to those few sellers. You have to make yourself look special. The question becomes HOW!? Here are a few suggestions that have made a difference to former sellers.

- **Provide your financial information quickly.** The seller wants to know that you have the ability to close the deal. I have never seen a deal close with a buyer who delayed giving his financial information.

- **Move quickly though each stage of the process – following the lead of the Seller.** Once the ball is in your court, move swiftly and decisively. You want the seller to know that you are serious and that you know what you are doing. If you are debating whether to take a job or buy a business...this is the wrong answer...think again. The seller wants to know that you have an immediate deadline in your decision process.

- **Be All In.** If you are an individual and currently employed, the Seller will not look at you as favorably as they would an individual who is not employed. If you are a group and are looking at multiple deals at one time and they are just one of a half dozen, they will not look at you very favorably. The Seller wants someone who is committed to their company. However, they do not want to be pushed, but they want to know that you have what it takes to sign on the dotted line. If you move back and forth, the typical seller can lose interest and move on with another buyer.

- **Be aggressive and persistent.** Respectfully show the seller that you are interested in him/her and their company. Sales drive a company, and they always glad to have someone pushing to make the deal. Just remember, be respectful of them at the same time because they still have to lead their company to higher levels of success at the same time they are taking time out to be courted by you.

- **Presentation: How to you present yourself to the hopeful seller is critical.** You want to make them feel comfortable, yet you want to let them know you can take the business to the next step. This is a tricky balance. Do your homework. Know what the seller is looking for in a buyer prior to the first meeting. Know the interest of the seller. How you dress is important. Dressing slightly more formally the seller will not harm you. Not showing respect in your attire will. Knowing the seller business and having an interest in the business will help you. Make sure that you have looked at the web sites and done research on the industry. Have a

business card. Have a prospectus on yourself. You want a prospectus from him on his company. He expects the same from you.

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Capital Endeavors, Inc.

P.O. Box 895, 232 Crogan Street, Lawrenceville, GA 30046

Web: www.capitalendeavors.com Email: davidstill@capitalendeavors.com

PHONE: 770-962-8399 FAX: 770-962-8640