

## BUSINESS SELLERS FAQ

If you and I were sitting together talking about selling a business, you would probably have some questions, so since we are not sitting face to face I have put together a few answers to the questions you may have. Click on "Question" to jump to "Answer"

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### **Question #1: I'm not a sales person – can I still sell my own business?**

**Answer:** You don't need to be a salesperson! You just need to have a good understanding of the business, which makes you the perfect person to sell your business as no one has the level of understanding or the interest that you do. A significant fact is that even if you use a broker, you will still do 90% of the work, since the majority of work related to selling a business is in the preparation and that isn't the job description of a business broker. It's really not that hard – you just need to keep in mind that if a buyer has come to you they want to buy, they just want to make sure it will provide them with the lifestyle /return suggested.

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### **Question #2– I don't have a strong understanding of financials. Will the Bizsell Kit still work for me?**

**Answer:** We have worked with thousands of business owners and buyers and are fully aware of the different levels of financial knowledge people may have, so it was very important that the business appraisal software be user friendly, straight forward to use and suitable for all levels of understanding and financial knowledge. If for any reason you have any question or are uncertain about anything, we provide full email and phone support – just contact our office and we will personally guide you through the process!

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### **Question #3: I am very busy and don't have time to waste. Will this kit still work for someone like me?**

**Answer:** Most small business owners are extremely busy, but we don't see selling your own business as a waste of time – nothing can be more important! Many business owners are selling their business to finance their retirement and you owe it to yourself to make sure you don't short change yourself. However, in saying that, we have identified a number of tasks that can be easily outsourced (e.g. the initial buyer enquiry, which can be directed to an answering service or virtual assistant) and we have even provided a script and check list to make this type of task very easy.

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### **Question #4: Why not just use a broker? They already have buyers, don't they?**

**Answer:** Business buyers will be looking at a number of businesses via newspapers, online business sales directories, and business brokers, along with having their name and details listed with every broker. Nevertheless at the end of the day they buy the business that best meets their criteria and it will have nothing to do with the broker. It's the business that has the appeal.

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BizSale Kit FAQs for Business Sellers

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