

Why Seller Insights?

Seller Insights is a masterclass in preparing a business for sale. Most business owners only sell one business in their lifetime and it's often the biggest transaction of their life. Which means they end up learning the do's and don'ts of selling a business the hard and expensive way. Seller Insights condenses years of deal transaction knowledge and experience, and packages it in an easy to consume set of videos, tools, and activities.

1. Understand How Buyers Think

Sellers want to maximize their profit and buyers want to pay the least for their investment. These two opposing points of views cause major conflict throughout negotiations. Seller Insights guides Seller's through exploring their business as buyers will. As a result, Seller's can proactively learn the tips and strategies to present business information to buyers, talk through complicated issues, and address skeletons in the closet.

2. Avoid Costly Mistakes

What you don't know can hurt you and cost you money at the closing table. Instead of risking the sale of your business to learn, use Seller Insights for a practice flight. Learn strategies and tips for preparing to thrive during due diligence, explore the decisions you'll be faced with before they surprise you, and be fully prepared to successfully navigate the process of selling your business.

3. Negotiate with Confidence

Selling a business is a series of small decisions that can impact your net proceeds. If you don't know what those small decisions are or how they connect together to impact net proceeds you simply can't negotiate to maximize your sale proceeds. Seller Insights ensures you explore the many decisions that take place throughout the sales process. You'll be given strategies and tools to master the negotiations.

Insight 1: Preparing Yourself for Buyer Engagement

- Understand the type of questions to expect from buyers and how to navigate answering those questions.
- Consider issues from the buyer's point of view.
- Learn the importance of your deal team and how to successfully leverage them.
- Proactively explore the dynamics that influence your sale proceeds.
- Gain insights on how most deal transactions will flow.
- Leverage the tool that will allow you to assess an offer with confidence throughout negotiations.

Insight 2: Preparing Your Business for Buyer Engagement

- Learn simple strategies for improving the appeal of your business.
- Discover what financial information and business metrics buyers often request.
- Gain insights for organizing business information and be ready to provide the key reports, agreements and contracts buyers request.
- Discover what a buyer wants to know about your employees, customers, and vendors and when it is okay to release that information.
- Explore strategies for giving potential buyers tours of your business.
- Leverage tactics and tools for organizing business information to present to your deal team or buyers.

Insight 3: Engaging in Closing the Sale of Your Business

- Explore separating yourself from the business by having a plan for what's next.
- Discover strategies for assessing offers, making counteroffers and negotiating with buyers.
- Gain insights on how to keep a deal moving forward by being ready to respond to buyer and lender requests.
- Have a clear plan for how you will inform employees, customers, vendors and suppliers of the sale.

