

Business Broker Training Center Training Outline



1. Office Set-Up

- Determining To Work From Home Or Rented Office
- Home Office Set Up
- Rented Office Set Up
- What To Look For When Renting
- Where To Meet
- Things You will Need To Start
- Managing Business And Expenses

2. Business Broker Troubleshooting

- Why buyers need guidance
- Why buyers receive bad advice
- Who represents buyers
- Why sellers think everyone wants their business
- Why sellers need to be tempered after tours
- Why sellers resent low offers
- More

3. Understanding Buyers

- Learn as much as you can about buyers
- Why buyers are looking to buy their true reasons
- 3 Main buyer categories to understand a buyer's makeup
- 6 main buyer sub-categories to determine method of presenting a listing
- Examples & More

4. Finding Buyers

- How to find your buyers and get them contacting you
- Who are the prime candidates to purchase your businesses for sale
- Your buyer pool and keeping them updated
- The 10 Internet - Networking-Referral Sources
- Social networking
- Examples & More

5. The Buyer Process

This is our proprietary process where we will walk you through the entire buyer process from interview to offer. We will take a hypothetical buyer and walk the buyer through a specific business for sale listing until we've sold the business to this buyer. This process is designed for first time buyers and uses a very specific technique by moving the buyer through the 6 steps to offer. We make it seem like the real thing!

6. The Buyer Interview

- Meeting The Buyer
- Qualifying The Buyer
- The Buyer Package
- Determining Buyers Needs And Wants
- Determining Buyers Ability To Purchase
- Determining Buyers Credit Ability
- Rights And Wrongs In Dealing With Buyer

7. Asset Purchase Agreement

We completely review the Offer Agreement commonly referred to as The Asset Purchase Agreement. This agreement serves as the official offer and sales contract. The entire agreement is covered in full with a complete review of every contingency in the agreement.

8. Overcoming Buyer Objections

We will review and overcome the 20+ main objections or concerns that you will get from buyers. Each objection will be covered in depth then overcome by the instructor.

9. Understanding Sellers

- Who are the sellers?
- Understanding why they are looking to sell
- Feeling comfortable with them
- The 6 main reasons sellers sell

10. Understanding Seller's Industry and Business

- Researching Industries
- Understanding The 6 main industries
- The 25+ questions a buyer will have for you and your seller
- Your ultimate questionnaire for the seller

11. Finding Sellers

- What business database to use
- 6 Main Ways To Prospect we'll eliminate most of them
- The best direct marketing approach without cold calling
- Getting your marketing through to the seller every time
- Recycling industry after a business is sold

12. The Seller Process

This is our proprietary process where we will walk you through the entire seller process from interview to closing. We will walk through every step. This process is designed to understand the seller responsibilities and the 8 steps to closing. We make it seem like the real thing!

13. The Seller Presentation

- Role Play the initial presentation (we role play you as the seller and us as the broker)
- The presentation package
- The follow up
- Many have said they would have paid the entire Fee just for this presentation

14. Overcoming Seller Objections

We will review and overcome the 15+ main objections or concerns that you will get from sellers. Each objection will be covered in depth then overcome by the instructor.

15. The Seller Interview

- Meeting The Business Owner
- Gathering confidential information
- Utilizing All Of Your Services
- The Seller's Package
- Retainers & listing Fees
- Much More

16. Pricing A Business

Pricing A Business so it is financeable to lenders.

- What Expenses Are Discretionary And Which Are Vital To The Business.
- Recasting The Financials
- Determining Seller's Cash Flow- SDC or SDCF

- What You Will Need To Get From Owner
- The Seller Checklists
- Determining An Asking Price
- Presenting Price to Seller
- Actual examples
- Much More

17. The Listing Agreement

We completely review the Listing Agreement. This is the agreement where the seller hires you to sell his or her business. The entire agreement is covered in full with a complete review of every term in the agreement.

18-20 The Other Services

We will show you our other revenue driving sources - including how to make immediate income as well as the financing and networking services.

The following is just for our Mentor 1-on-1 program

Assume The Sale Workshop

Assume The Sale is a technique developed by Scott Radin originally trained to the customer service sales people at Bell Atlantic (now Verizon). It takes all the pressure out of sales through the use of self discovery.

Part A. Self Discovery

- Understanding Self Discovery
- Applying self discovery

Part B. Brokering Sales

- Keeping the meeting under control
- Staying away from personal issues
- Standing your ground
- Confirming your commitment
- Sales Plan
- What your competition is doing

Role Play Sessions

Role play will be done by Scott Radin as the broker using students as potential buyers and sellers so the students can see the following scenarios from their potential clients perspective...

- Buyer Interview
- Buyer Process
- Seller Interview
- Seller Process
- Seller Presentation
- Presenting A Listing
- Taking An Offer