

Business Seller Coaching Session

By Scott Radin



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*Founder / CEO of the **Envoys** mobile app / social media platforms*

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*Founder / Owner of the **Market Share Acquisition Group***

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I help business owners navigate the complicated mine fields of selling his or her business in a confidential manner by applying my 17+ years' experience in the business brokerage field as an internationally recognized industry pioneer. And 100% of my small \$1,500 fee goes back into our community to those in need. I promise no hidden fees or agendas.

This is the perfect alternative to paying a business broker high fees while remaining in control of the sales process. All other business brokers focus on getting in front of as many buyers as possible. In real estate that is a great thing but not so in the sale of businesses. The sale of a business is much more about targeting the right buyer qualified to buy the business.

My process, and that which I have trained over the years, is to target qualified buyers only. In doing so, we eliminate the tire kickers and focus on the motivated. By streamlining the process, we conclude in a quicker sale at a higher price. Last you can forget about high retainer fees or even higher back end fees. I am not out to make a profit from helping WNY business sellers. I have forged a great career as CEO of the North American Alliance of Business Brokers and their associated companies.

My coaching is done 1-on-1 in a single day taking 5-6 hours at a venue that you will provide. It could be done in your business, a meeting facility, hotel or in your home. The training, outlined herein, is the same seller side training that I provide new NAABB brokers in my travels throughout North America. While I have lost count, I have done at least 500 business broker or business seller training sessions since 2001.

It does not end after the training session. I will use my North American Alliance of Business Broker's BizBuySell and Bizquest accounts to discreetly promote your business for sale thereby generating you a constant flow of business buyers. Don't worry, most of our training session is about the processes of taking buyers from the beginning to closing.

FYI: The North American Alliance of Business Brokers, which I not only founded by also serve as President and CEO, is BizBuySell's largest account and BizBuySell is the top marketplace.

And there is more. I will make myself available by phone, email, text or carrier pigeon to answer any questions after we conclude training. If not for my responsibilities traveling weekly setting up new brokerages, I'd be there with you as well.

Even more – after training you will be given access to a private web area with video tutorials of the training sessions that we completed.

The goal of this service is to provide you an alternative to the normal business brokerage model while benefitting from my expertise and connections. For that matter I will avail my entire staff to you if needed. We are and will always be a team first.

Before I get into the outline, let's set the fee. It is \$1,500 for all the above.

As I mentioned, every cent paid to me will be given back into our local communities to help those less fortunate. I will not use a third-party service taking a cut rather I will be actively searching for these beneficiaries and allocating to those needing it most.

I am paying forward after others have helped me in the distant past.

I challenge you to find any local business broker giving anything back into the community.

You can read my entire personal and professional bio at www.scottradin.com.

Training Subjects

What to Expect

- Keeping confidential always
- Overview start to finish
- Receiving buyer leads
- Patience is a virtue

Definitions

- Terms buyers may use

Business Valuation

- Placing a value on your business

Understanding Buyers

- First time buyers
- Professional buyers
- Dream seekers
- Motivations
- Obstacles

Buyer Interview

- Qualifying the buyer
- Non-Disclosure agreement

Buyer Process

- Demonstration and review taking buyer start to finish

Buyer questions for seller

- General questions a buyer will have for you

The Purchase Agreement / Letter of Intent (offer)

- Securing a bidding offer

Buyer Objections

- Common objections / push back

Schedule a phone consult by calling or texting me to 716 472-2684 (text preferred) or email me at scott@scottradin.com.