



Tip of the Week - provided by Ted J. Leverette

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Getting a Buy-Sell Deal Done

A recent audience was asked the following opening question during a presentation, "What are the three key factors to successfully getting a business buy-sell deal done?"

They provided the usual answers like price, terms down payment, etc. However, the top three factors have nothing to do with price, cash, terms or anything related to the structure of the deal. If the top factors are not present you won't get close to price, terms, etc.

Motivation

The key or keys, the reason of all reasons and the basis for a deal happening is motivation. Without a motivated buyer and seller there will never be a deal.

Relationship

A buyer and seller must like, if not love, each other. Both are taking a big risk. The buyer is putting down a lot of money and the seller is getting a portion of the price paid over time. There had better be some mutual admiration, trust and respect.

Education

Education in this case means both parties understand there is a process they must follow; that it is normal to face and overcome speedbumps.

Conclusion

Want to get a deal done? Start with motivation, relationship and mutual education of the process and speedbumps. Only after these factors are present does it make sense to move on the price, terms and conditions.

These excerpts were taken from recent issues of The Business Buyer Advocate provided by www.partneroncall.com