



10 Things to Do When the Phone Isn't Ringing

The summer months can be a slow time for Business Brokers. Many buyers and sellers are traveling on vacation, taking a long weekend or sneaking in an extra round of golf. Summer time coupled with the current economy has many Business Brokers wondering if the telephone will ever ring again. If you're finding yourself in a quiet office, working on the following 10 tips is guaranteed to keep you busy. And, who knows they just might make the telephone ring.

1. Outline your past marketing activity on all current listings. Decide what is needed to make the listing more saleable. Contact each seller and get agreement to carry out the necessary changes.
2. Touch base with all past sellers. How are they enjoying retirement, and spending more time with the family? Do they know any business buyers or sellers that could use your professional services?
3. Reconnect with all buyers that contacted your office within the last year. Did they find the business of their dreams? Are they still looking? Have they refined the description of what type business they want? Do you have a listing that just might work for them?
4. Login to your internet business for sale sites and review the buyer profiles posted. Do you have a listing that matches up to what they are seeking?
5. Review business "For Sale by Owner" ads in local, state, and regional newspapers and internet listing sites. Give them a call. What can it hurt?
6. Spend two hours a day out in your business community making "PR Calls" (formerly known as "Cold Calls" now "PR Calls" to make it more palatable.) Be friendly; hand out your card or company brochure or maybe a flyer with a brief description of your current listings.
7. Design a new direct mail marketing piece.
8. Attend a professional conference, trade show, or take a business course. And, spend some time each day reading books about business brokerage, finance, accounting, etc.
9. Spend two hours each day telemarketing.
10. Review your company website. Is the information dated? Could you add an article or some content that would increase your professional appearance?