



10 Tips for Turning Presentations into Listings

1. Reconfirm the appointment the day before the scheduled time.
2. Have accurate directions to the meeting location. Be sure to arrive on time and maybe 10-15 minutes before the scheduled time.
3. Put others at ease with casual conversation before moving to business discussions. Remember, a seller chooses a business broker many times based upon likeability, trustworthiness, and other subjective criteria.
4. Qualify the seller in terms of motivation to sell.
5. Ask open-ended questions to encourage the seller to elaborate and provide more information about his needs, goals, plans, questions, concerns, etc.
6. Listen very carefully to the seller. You should spend most of the time listening and learning as opposed to doing the talking.
7. Assume the role of a teacher, in assisting the seller with understand the business selling process. Teaching in contrast to telling, will aid in clarifying preconceived notions the seller may have without appearing condescending.
8. Provide the seller with quality, well organized printed information on you, your company and your services.
9. Based upon the information, the seller shares with you, determine if this business meets your listing criteria, and you are interested in devoting your time, experience and resources to the transaction.
10. And, of course, ask for the listing. Many times business brokers end the meeting without having actually asked the seller to move forward and list the business.