



SELLER OBJECTION HANDLERS

*Resources provided by **EPIC Network***

This document (the its resources included) serves as a guide, offering a framework and examples for your reference. Interpret the content in your own words, use unique examples that reflect your criteria, and consider any provided resources merely as inspiration rather than for direct use.

I need to think about it.

That's great ... and since two minds are better than one ... let's think out loud ... together ... tell me ... what are you thinking about?

I don't' think I'm ready to sell.

I understand ... this is a big decision ... isn't it?

Yet ... the decision must be made based upon what you want and can ultimately get for your business... correct?

Let's do this ... lets at least work off some basic information ... so you have a better understanding of how much we can offer you ... that way we both win ... can I tell you how?

You'll have more information with no pressure ... so you can ... feel comfortable ... and make in informed decision ... then... if you like where we are headed ... you simply ... tell me yes ... or no.

If you say no ... I'll rip up the LOI ... and you have no obligation ...but will have more information about how buyers will look at your company... if you ... say yes ... We'll begin working towards a closing at your pace ... either way ... you'll have more information... and when you decide you're ready... you can let me know and we'll pick up where we left off...does that sound easy enough?

I'm not interested in selling.

I understand... this is a big decision... Isn't it?

Most sellers I work with... initially feel the same way... I wouldn't want you to do anything you're not interested in doing...

Let me ask you this... If you were to sell your business... what would you do next?

And when would you like to start (what they said they'd do next) ?

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Wouldn't you agree... its worth a little bit of your time... With no obligations... to know what an offer would look like... so you can have the information... and work off that when you decide you are ready to sell?

I'm going work with a Broker that said they could get me more money.

I can appreciate that ... and what you may not understand is this ...

A Broker will ... list your business online ... overpriced ... assuming they can take the listing now ... and then start beating you up on the price ... week after week after week after week ... is that what you want? ... Who would?

They're afraid to tell you the truth ... up front ... _____ ... do you want the truth? Of course, you do.

This is why almost 80% of businesses listed by Brokers never sell... I'm a motivated and qualified buyer... Isn't finding a buyer what you'd want your Broker to do?

Let's do the right thing ... and simply ... explore what working together would look like ... so I can help you get what you want ... in the time you want ... doesn't that sound fair?

I'm not the decision maker... Why do you want to talk to the owner?

Option 1: Thank you for asking... My name is _____ ... My partners and I work with similar companies all over the Country... Do you think the owner of the business would like to learn more about maximizing the potential of their business?... Of course, they would... I have nothing to sell... rather just some confidential information I believe would be valuable to them... When would be a good time to chat with them for a few short minutes?

Options 2: I work with a large group of entrepreneurs and investors... your company came up in a discussion today... I'm not calling to sell anything... I just have a few questions that I hope the owner of the business can help me with... do they have a few minutes?

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Option 3: I appreciate you helping me here... I'm sure you have people call all the time that want to sell your boss something... that's not me... It's actually the opposite... I'd like to chat with them about a large purchase... but I only have the authority to talk to the owner about it... would you agree they would be interested in that type of conversation?

Option 4: How would you feel about me leaving your boss a 30-second voicemail? That way they can quickly listen and decide if it's a good fit to chat further... Can you help me do that please?

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