

## **FREE REPORT # 1**

# **The Seven Things You Need To Know Before You Advertise Your Business**

### **1. You need more people to take notice of your advertisement...**

Your advertisement needs to have a compelling headline. Imagine reading a newspaper without any headlines... you simply wouldn't read it... would you?

Research shows 80% of prospective buyers only read the headline. If they don't read the headline, they won't read the rest of the ad. Your headline needs to speak to your prospect with a benefit they recognise instantly.

Your headline needs to make a promise to the reader, and if possible use a photo of yourself or your business in operation. People look at photo's before they look at headlines.

### **2. You need more people to read your ad until the end...**

Use short sentences, it's the way we speak and it keeps people's interest. Use bold print and sub headlines where appropriate, you'll find it keeps people reading your material to the very end.

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Explain the benefits of your business to your prospective buyer, not just the features. Show people why they should buy your business and not somebody else's. Use bullet points to highlight the benefits of why your business is such a good purchase.

### **3. You need to build trust...**

Put your price or your reason for sale in the headline. Use testimonials from satisfied customers, and show your credentials... your qualifications, associations, licences and certificates. Prospective buyers need to feel safe when dealing with you.

### **4. You need people to respect your value...**

Prospective buyers won't respect your value until you tell them why they should. You need to explain your process and the many benefits to your customers. Tell buyers about your unique selling position and how you deal with your customers.

### **5. You need to get prospects excited about your business...**

Prospective buyers want to know what they'll get when they purchase your business. They want to feel confident about the purchase and in dealing with you.

Most prospective buyers want...

- An active customer base
- Profitable financial statements
- Modern facilities and equipment
- A reliable workforce
- And the ability to expand the business

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**6. You need prospective buyers to respond to your advertisement...**

Don't run ads like everyone else, create an ad that can't be ignored. Your ad should grab their attention and have them wanting your business right now. Your prospective buyer should feel they're getting great value and want to contact you straight away.

**7. You need more people to take action now...**

Set a deadline for the sale, and make it easy for people to respond. Include your address and all your contact details including e-mail and after hours numbers.

\* \* \* \* \*

**Research has shown, people respond to certain  
HOT words**

Try to include some of these HOT words in your headline and ad...

discover	easy	good	save	guarantee
proven	money	safe	new	results
own	free	freedom	health	best
investment	you	your	benefit	you get

\* \* \* \* \*

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## FREE REPORT # 2

# The Five Frequently Asked Questions Buyers Want Answered

### 1. Why should I consider buying your business?

People buy benefits, not features. Once you understand this basic concept, the whole art of attracting and selling a prospective buyer makes more sense.

Your prospective buyer wants to know how to recover their investment and start making money immediately. So, you'll need to show them...

- How many customers you have on your data base
- How much money they spend
- Why your customers keep returning
- And what your profit margins are

They'll want to know you have a stable and reliable workforce, and have all the necessary stock and equipment to supply the products and perform the services you're promoting.

### 2. How did you arrive at the selling price?

In general terms the selling price of your business is the sum of the valuation of your stock, fixtures and fittings, machinery, equipment and goodwill.

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This information is readily available from your profit and loss statement which your accountant prepares each year. Your profit and loss statement can also be used to demonstrate your sales, expenses and cash flow.

Most States require you to provide prospective buyers with this profit and loss information when offering your business for sale.

### **3. Who calculated the value of the business?**

A independent written valuation is recommended. A qualified accountant should be able to assist you in preparing this information.

### **4. How did you value the goodwill of the business?**

Goodwill is the grey area of valuation and is highly negotiable.

Goodwill equals the value of the business less the tangible assets. It includes potential growth, profitability, patents, designs and contracts owned by the business. It also includes the size and quality of the customer base, the quality and training of the workforce and the reputation and personality of the existing owner.

Goodwill is often valued by multiplying the net profit by the number of years the business has been operating.

However, it is recommended that business owners seek professional advice when calculating the value of their business, including the method used to value goodwill.

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## 5. Are you prepared to negotiate?

If you have calculated your asking price using the guidelines above, and you can clearly demonstrate the potential of the business... then defend your price.

Be prepared however, to negotiate for larger deposits, deferred settlements and commitments to provide additional or ongoing training.

And remember the best deals are done, when both the buyer and seller feel they have done well.

Take a positive 'can-do' approach and attempt to resolve any issues and clarify any questions that need further explanation.

Listen carefully for any objections... this is usually a sign your prospective buyer is interested.

Jot down any objections people may have, and deal with those objections one at a time without missing any.

Look for buying signals. Asking detailed questions or asking about payment methods are usually good signs people are getting ready to commit.

Be prepared to close the sale. Have the necessary documentation ready and ask for a commitment and signature.

And be aware, there may be a number of further inspections or meetings necessary before the deal is done.

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## FREE REPORT # 3

# The Eight Secrets Of Successful Negotiation

Everyone wants to get the best deal for themselves every time. However, wanting to get the best deal and actually getting it, are sometimes worlds apart.

This report is designed to show you how to get the best deal every time, not only for yourself but for everybody involved.

If you're honest with yourself, you will probably recognise that more often than not, we do want to get our own way in most, if not all situations.

Whether it's shopping at the supermarket, buying clothing or furniture at the shopping centre, or buying a new car, or some real estate, we all like to feel that we got the best possible deal.

The same applies if we are selling too. We want to get the best possible deal when we sell a car, a house, a business, or that old set of golf clubs.

The fact is, our lives are full of negotiations.

Whether they turn out to be good or bad deals has a lot to do with how well we put them together.

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Whether it's business or personal we've noticed that people who can put together good deals and get what they want, while making other people happy, are the people who get the most out of life. If that describes you, then this report is for you...

**1. Proper planning...**

Proper planning is one of the most important parts of successful negotiation, and the major reason for creating win win situations. Don't just 'wing it'. Take your time, do your preparation, do your homework, and do it right.

**2. Don't rush the negotiation process...**

Negotiation is not just about reaching the bottom line in the shortest possible time. There is sometimes a tendency to want instant results. Take your time and get the results you're really looking for.

**3. Set clear objectives...**

Clarity leads to power. Be clear about what you really want. Know your preferred outcome and the least you're prepared to accept.

**4. Understand the real needs and intentions of the other party...**

Get that X-ray vision working. Look beneath what the other party says and does. Seek out their real intentions. Use in depth questions to probe the needs and real intentions of the people you're dealing with.

The behaviour you see or the words said are not as important as people's intentions, and sometimes you need to dig a little bit deeper to discover that.

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## 5. Talking too much...

Learn to listen, more than you talk. Listen for the real meaning, not just the words being spoken. Use silence too, it's a powerful tool.

## 6. Establish rapport and acknowledge the other persons point of view...

With rapport all things are possible. Remember rapport is an ongoing process, not just something you do and forget. Even if you don't agree, every person is entitled to their own viewpoint.

Acknowledging other people's viewpoint shows respect and is part of building rapport. If a person thinks you don't understand they'll either persist to try and make you understand or quit the negotiation out of frustration. Being understood and acknowledged is a basic emotional need of every human being.

## 7. Don't give away too much information...

Be careful what you say and where you say it. Remember information is a source of power. Don't give away more information than you need to, unless it empowers you in some way.

## 8. Accepting the offer ...

It's unwise for you to make the first offer, have the other party make the offer first.

And, it's a big mistake to accept the other parties first offer. There's always a better offer available. Learn to flinch, "you'll have to do better than that!" which leads to a response of "I could have done better than that!" from the other party.

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Always encourage the other party to make the first concession. Whenever you agree to a concession always get something in return. A concession from you deserves a concession from the other party. Ask for it and keep score. Concessions are to be traded not given. If you give anything, remember to get something back.

## Negotiation Check List

**Once you understand the eight secrets of successful negotiation, you can use the following check list to get the best deal for everybody involved in your transaction.**

- Have you done adequate planning?
- Are you rushing the negotiating process?
- Have you set your goals too low?
- Are you using counter instinctive behaviour?
- Are you clear on your objectives?
- Have you understood the real needs and intentions of the other party?
- Are you talking too much?
- Have you established rapport?
- Are you using rapport to create a win-win outcome?
- Are you remembering to acknowledge the other person's viewpoint?
- Are you allowing the other person to win?
- Are you being careful not to give too much information?
- Are you remembering that the information you share will influence their behaviour?
- Have you encouraged the other party to make the first offer?

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- Have you remembered it's often a mistake to accept the first offer?
- Have you remembered to be careful about making the first concession?
- Have you made two or more concessions in a row?
- Are you remembering to trade concessions, not give them away, and always get something in return?
- Are you being too fair and putting your best deal up front?
- Are you too concerned about being liked?
- Are you being too predictable?
- Are you underestimating your power?
- Are you underestimating or overestimating the other party's power?
- Are you assuming that the other party understands your weakness?
- Do you understand and recognise tactics and counter tactics?
- Are you forgetting that you have something they want?
- Are you being pushed by time pressure?
- Are you being intimidated by emotional outbursts?
- Are you afraid to admit mistakes and withdraw an offer?
- Are you making the mistake of using threats and intimidation?
- Are you clear on where you're at, in the negotiation?
- Are you making the mistake of stopping at a temporary impasse?
- Are you handling objections using the correct techniques?
- Are you remembering to confirm everything quickly and in writing?

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