

4 KEY QUESTIONS WHEN MARKETING A BUSINESS FOR SALE

Whether you are marketing your own business or working with a business broker, it is important to consider the following questions when developing your sale and marketing plan:

1

Who is your **target market?**

For example, is it employees, competitors, businesses in other sectors, or investors?

What is your business' **point of difference**

and what are the key selling points that will appeal to prospective purchasers in your target market? (To do this well you need to know the key risks and opportunities a purchaser is likely to consider when evaluating your business.)

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Have you prepared a **credible business information** package that details the business' value proposition, performance and key selling points? (Our advice is that you should not proceed with marketing until this information is ready.)

What is the best way to **target the identified market?**

For example, would online or traditional advertising, personal contact, or other direct marketing be most appealing to this market?

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