

Broker Service Network Training Outline

All training subjects above are covered in every session. The order and times may vary based on trainer's perceptions or client's need. Each day generally goes from 9:00 to 3:00.

Introduction to Brokering & The Buyer

This area is designed to create understanding of the brokering industry then completely develop a buyer - from finding buyers to qualifying and interviewing them. Buyer development includes a comprehensive review of all buyer forms. The day concludes with a discussion on all of the other profit centers and support centers available to you. *Order and times vary depending on your participation and need.*

Office Set-Up (by Rich Noblett)

- Determining To Work From Home Or Rented Office
- Home Office Set Up
- Rented Office Set Up
- What To Look For When Renting
- Where To Meet
- Things You'll Need To Start
- Managing Business And Expenses

Business Broker Troubleshooting (by Scott Radin)

- Why buyers need guidance
- Why buyers receive bad advice
- Who represents buyers
- Why sellers think everyone wants their business
- Why sellers need to be tempered after tours
- Why sellers resent low offers
- More

Understanding Buyers (by Scott Radin)

- Learn as much as you can about buyers
- Why buyers are looking to buy – their true reasons
- 3 Main buyer categories to understand a buyer's makeup
- 6 main buyer sub-categories to determine method of presenting a listing
- Examples & More

Finding Buyers (by Scott Radin)

- How to find your buyers and get them contacting you
- Who are the prime candidates to purchase your businesses for sale
- Your buyer pool and keeping them updated
- Examples & More

The Buyer Process (by Scott Radin)

This is our proprietary process where we will walk you through the entire buyer process from interview to offer. We will take a hypothetical buyer and walk the buyer through a specific business for sale listing until we've sold the business to this buyer. This process is designed for first time buyers and uses a very specific technique by moving the buyer through the 6 steps to offer. We make it seem like the real thing!

The Buyer Interview (by Rich Noblett)

- Meeting The Buyer
- Qualifying The Buyer
- The Buyer Package
- Determining Buyers Needs And Wants
- Determining Buyers Ability To Purchase
- Determining Buyers Credit Ability
- Rights And Wrongs In Dealing With Buyer

The Seller – Pricing A Business - Revenue Centers

This area is designed to completely develop a seller - from finding them to securing the commitment. This section includes our proprietary marketing systems that have proven successful. The day concludes with a detailed session about the BSN revenue centers. *Order and times vary depending on your participation and need.*

Understanding Sellers (by Scott Radin)

- Who are the sellers?
- Understanding why they are looking to sell
- Researching Industries
- Understanding The 6 main industries
- The 20-25 things a buyer will ask about a specific business that you review with seller

Finding Sellers (by Scott Radin)

- What business database to use
- 6 Main Ways To Prospect – we'll eliminate most of them
- The best direct marketing approach without cold calling
- Getting your marketing through to the seller every time
- Recycling industry after a business is sold

The Seller Process (by Scott Radin)

This is our proprietary process where we will walk you through the entire seller process from interview to closing. We will walk through every step. This process is designed to understand the seller's responsibilities and the 8 steps to closing. We make it seem like the real thing!

The Seller Presentation (by Scott Radin)

- Role Play the initial presentation (we role play you as the seller and us as the broker)
- The presentation package
- The follow up

- Many have said they would have paid the entire fee just for this presentation

The Seller Interview (by Rich Noblett)

- Meeting The Business Owner
- Gathering confidential information
- Utilizing All Of Your Services
- The Seller's Package
- Retainers & listing fees
- Much More

Pricing A Business (by Rich Noblett)

- What Expenses Are Discretionary And Which Are Vital To The Business.
- Recasting The Financials
- Determining Seller's Cash Flow- SDC or SDCF
- Determining An Asking Price Using 4-7 Distinctive Models
- What You Will Need To Get From Owner
- The Seller Checklists
- Developing the price range
- Actual examples
- Much More

Legal Agreements – Revenue Centers - Sales Workshop - Networking

This day is designed to completely develop an action plan to get you ready to succeed from the start. The day starts with a thorough review and understanding of the Listing Agreement and Offer Contracts followed by a review of the other revenue centers. We then cover brokering sales and spend a couple of hours on buyer and seller objections and how to overcome them all. We conclude with a review of the networking and referral sources followed by a 3-week roll-out. *Order and times vary depending on your participation and need.*

The Listing Agreement (by Rich Noblett)

We completely review the Listing Agreement. This is the agreement where the seller hires you to sell his or her business. The entire agreement is covered in full with a complete review of every term in the agreement.

Asset Purchase Agreement (by Rich Noblett)

We completely review the Offer Agreement commonly referred to as The Asset Purchase Agreement. This agreement serves as the official offer and sales contract. The entire agreement is covered in full with a complete review of every contingency in the agreement.

BSN Member Service Profit Centers (by Rich Noblett)

- Selling Businesses-100% of The Commission Is Yours
- Financing for Your Clients-You Get Commissioned
- Equipment Leasing: 100% financing, 0% down
- Franchises For Your Buyers-You Get Commissioned
- Valuation Services-Third Party Valuations-You Get Commissioned
- Owner Note Brokering: Broker the buyout of owner held financing

- Mergers & Acquisitions for the larger corporate stock laden deals

Assume The Sale Workshop (by Scott Radin)

Assume The Sale is a technique developed by Scott Radin originally trained to the customer service sales people at Bell Atlantic (now Verizon). It takes all the pressure out of sales through the use of self discovery.

Part A. Self Discovery

- Understanding Self Discovery
- Applying self discovery

Part B. Brokering Sales

- Keeping the meeting under control
- Staying away from personal issues
- Standing your ground
- Confirming your commitment
- Sales Plan
- What your competition is doing

Part C. Overcoming Objections and Concerns

- Buyer objections or concerns and overcoming them
- Seller objections or concerns and overcoming them

Referrals & Networking (by Scott Radin)

- Best referral sources to use
- Best online networking sources to use
- Best publicity/exposure tools to use
- Get yourself free publicity
- Examples
- More

Utilizing Agents and Managers - optional (by both Scott and Rich)

- Finding Agents and Managers
- The Independent Contractor Agreement (with template to use)
- Training Agents and Managers
- Paying Agents and Managers - commission based only
- Distributing Leads to Agents
- Agent and Manager Support