

Summary

How Do You Find Strategic Buyers— Business Blueprint Interview



TheExitStrategyGroup.com.au/Media

Kerry Boulton, a leading exit strategy expert, shared insights with Dale Beaumont from Business Blueprint on how to identify strategic buyers for a business. Boulton's strategies include:

1. Leveraging Supplier Relationships: Boulton suggests using connections with suppliers to discover potential buyers in complementary industries. Suppliers can often provide valuable leads on businesses that may benefit from acquiring your business.
2. Brainstorming with Friends: Another approach is to brainstorm with friends to identify potential buyers. Friends may have ideas about businesses or individuals who could see strategic value in the acquisition.
3. Considering Competitors: Boulton points out that competitors could be potential buyers, especially those who might gain from expanding their customer base. Larger companies with a broader customer base may see significant advantages in acquiring a business with a smaller but complementary customer base.
4. Utilising Advertising and Trade Shows: To attract international buyers, Boulton recommends posting ads on platforms like Craigslist and attending trade shows. These methods can help connect with potential buyers who are looking to enter the market from other regions.
5. Understanding Buyer Motivations: Boulton emphasises the importance of understanding the motivations of buyers, particularly those interested in business migration visas. Buyers with specific goals, such as meeting immigration requirements, may have unique needs and perspectives that should be considered when engaging with them.

Overall, Boulton underscores the necessity of viewing the situation from the buyer's perspective and preparing thoroughly to increase the chances of a successful sale.