

# Strategic Pricing And Professional Negotiation In Business Sales



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Kerry Boulton is Australia's most respected Exit Strategy Advisor and CEO of the exit strategy group. Welcome to this week's segment.

**DALE BEAUMONT:** So my next question was, do you name the price? Or should you actually let the buyer name the price?

**KERRY BOULTON:** I would invite offers to start with.

**DALE BEAUMONT:** Invite offers.

**KERRY BOULTON:** Yes.

**DALE BEAUMONT:** Okay.

**KERRY BOULTON:** Yeah.

**DALE BEAUMONT:** Fantastic.

**KERRY BOULTON:** And that will give you two things. First of all, that will give you feedback and understanding what perception might be out there as to what people could think it's actually worth. And then that gives you an opportunity to actually respond to say, 'Well, there's a great business over there that you might like to look at, because that's probably in your ballpark, whereas our business is at a much higher level than that.' Or something around, you know, some wording around that without actually giving away the price.

**DALE BEAUMONT:** Right.

**KERRY BOULTON:** Okay.

**DALE BEAUMONT:** Because they're probably going to come back and say, 'I'll pay you, you know, one and a half times net profit, or something like that. So if they blow ball, you, what's your what's your next step? And obviously you already made the point before. You probably shouldn't be involved in the negotiations at that level, so you're not kind of emotionally involved in these professionals that obviously do this.

**KERRY BOULTON:** They do.

**DALE BEAUMONT:** All day, every day.

**KERRY BOULTON:** Yeah.

**DALE BEAUMONT:** But if you're stuck in this sort of situation...

**KERRY BOULTON:** Yeah.

**DALE BEAUMONT:** And someone low balls you, what do you do?

**KERRY BOULTON:** I'd say, thanks. 'That's really interesting, that you should say that. Why? What made you think that that was a reasonable fair offer?' I find out the information, and then I would just, I wouldn't even engage any further. I'd say, 'Look, that's really terrific. I'm going to contact my business broker. And would you like to take this further? You know, I can make an, I can introduce you.'

**DALE BEAUMONT:** Okay, so then pass it off to the person...

**KERRY BOULTON:** Absolutely.

**DALE BEAUMONT:** ... that's going to be looking after that, and they can do the proper negotiation for you.

**KERRY BOULTON:** Absolutely. Yeah

**DALE BEAUMONT:** Okay.

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