

Summary

Strategic Pricing And Professional Negotiation In Business Sales



KERRY BOULTON

Australia's Most Respected Exit Strategy
Advisor & CEO of The Exit Strategy Group

TheExitStrategyGroup.com.au/Media

Kerry Boulton, an expert in exit strategies, advises that when selling a business, it's strategic to invite offers to gauge market perception and value without revealing the price upfront. If a buyer lowballs, it's crucial not to engage emotionally; instead, thank them and refer them to a professional business broker for further negotiations.

This approach allows the seller to maintain distance and avoid personal bias in the negotiation process.