

Summary

Unlocking Value – Strategies For Finding Strategic Buyers



TheExitStrategyGroup.com.au/Media

Kerry Boulton, an exit strategy advisor, discusses finding strategic buyers for businesses. She suggests leveraging relationships with suppliers to identify potential buyers in complementary industries through confidential discussions.

Additionally, brainstorming with friends and understanding who could profit more from the business can help. Strategic buyers might include larger competitors or international players, which can be found through ads or trade shows. Another approach is to consider customers or immigrants seeking business visas as potential buyers.

Understanding the buyer's motivations is crucial for successful negotiations. Kerry also promotes her new book on exit strategies.