

# “Prospecting Questions”

## 1- Sellers Motivation

When deciding if it is worth it to continue moving forward, your first priority will be gauging the motivation of a seller.  
A SELLER MUST BE MOTIVATED!

## 2- Business Financials

Make sure you view the businesses financials as soon as possible. You do not want to waste time on a business that does not have strong and consistent numbers.

## 3- Future Exit Plans

Ask the owner what his/her future entails after they sell the business. This question will assist in gathering information on the true motivation of the seller.

## 4- Decision Maker

Make sure the business owner makes the final decisions. Sometimes a spouse or family member needs to be involved during the decision making process.

## 5- Acquisition Package

Make sure you understand all that is included in the sale. What is included in the sale? The business? The equipment, Inventory, Real Estate, Goodwill, etc.

## 6- Business & Industry Expansion

Is there room for the business to grow? What's kept the business from expanding? Is there room for growth within the industry? What is the general perception of the industry and what is the outlook for the future? .

## 7- Market Share & Evolution

Can the business continue to control enough of their market share to stay profitable? Know the competition and where the business sits within its market. Have the business's products or services changed or evolved over the years?

## 8- Reputation

You will need to assess the company's reputation and the strength of its business relationships. Ask the owner how he feels his reputation precedes him amongst his peers.