Buyer Questions Prep Sheet

These are the questions buyers most often ask in the first few conversations. Jot down your answers ahead of time, so you feel calm and ready. You don't have to share everything at once. Money details usually come later, after the buyer signs a confidentiality agreement (NDA). Leave a question blank if you're not sure yet.

About the business

1. Why are you selling, and why now?

2. How long have you owned it, and how did it start?

3. What do customers like most about the business?

4. How many hours a week do you work in it, and on what?

5. Who are your main competitors, and how are you different?

This is a free sample: 5 of the 24 questions.

The full prep sheet covers money, customers, people, premises and the handover.
It comes with the optional ReadyToSell Pack: sellmybusinessdirect.com/ready-to-sell