

Buying A Small Business That Is "Not For Sale": Strategies For Business Buyers Discussed On New BizBen.com Blog Post

On this newly submitted blog post on BizBen.com, ProBuy Program Director Peter Siegel, MBA discusses a simple strategy often overlooked by business buyers.

DUBLIN, CALIFORNIA, UNITED STATES, February 7, 2022 /EINPresswire.com/ -- On this newly submitted blog post on BizBen.com, [ProBuy Program](#) Director Peter Siegel, MBA discusses a strategy often overlooked by business buyers. This can be a very effective strategy - a topic that is often brought up in consulting sessions with business buyers.



Buying A Business That Is Not For Sale - A Critical Strategy For Buyers Of Small Businesses

Here are some excerpts from this new [BizBen blog post](#) that potential buyers (site users) found helpful:

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Business Buyers often neglect to ask small business owner directly if they would like to sell. The response is usually met with "if the price is right". That's the start of a negotiation to buy!"

Peter Siegel, MBA

"Learning about a business of interest is another way the buyer demonstrates that he or she is being professional. That's what Steve did by obtaining and studying the franchisor's literature. And it also saves time, since the prospective seller does not need to go over the basics of the industry. The smart buyer-candidate can discover plenty of information that will help him or her be prepared, by contacting local business groups (Better Business Bureau, Chamber of Commerce), the associations representing the industry in which the subject business is

involved, and by conducting a key word search on the Internet. And, of course, if the targeted company is a franchise, the interested buyer can find out, from the franchisor, much of what's needed to know for initial discussions."

"The smart buyer also is prepared by knowing the importance of exploring this idea with prospective sellers in a way that is private, respecting an owner's usual need for confidentiality. Even if a business owner is interested in speaking with people who might want to purchase the company, anyone approaching that owner in a way that might expose the topic of conversation

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to others, is bound to get a negative response. Very few prospective sellers want customers, employees or vendors to learn that they are considering the idea of getting out of the business. If any outsiders hear someone ask a business owner "Do you want to sell?" they most likely will hear this answer: "No." Even if that's not the case."

"It is also estimated that for every business for sale on the market there are 30 others that could be for sale if the right buyer presented themselves. All potential buyers should register themselves on BizBen.com and let both owners and intermediaries alike know what their search requests are just in case a business owner decides their time is up and they want to move forward in selling their small business."

For the entire blog post go to: [Buying A Small Business That Is "Not For Sale"](#)

About BizBen.com

BizBen.com (online portal) assists those selling and buying small businesses and franchise resales nationwide. Serving business buyers, owner/sellers, business brokers, agents and small business advisors for over 25 years, over 500 new postings & posts are added daily for those seeking to buy or sell a small to mid-size business in the USA. BizBen.com offers an active Blog, Discussion Module, Resource Directory, over 8,000 Business For Sale & Business Wanted To Buy Postings, and live Webinars / Live Podcasts/Interview Educational Sessions are held weekly on BizBen.

About Peter Siegel, MBA

Peter Siegel, MBA is the Founder & Lead Advisor at BizBen.com (established 25 years, 8,000+ small businesses for sale & wanted to buy postings, with 500 new & refreshed posts daily). BizBen.com offers business buyers, owner sellers, business brokers and advisors free access to online postings, articles, blog posts, discussions, podcast, online events, resource directories, etc. Peter currently heads up the BizBen.com ProBuy, ProSell, & ProIntermediary Programs. Call Peter today at 888-212-4747 for assistance in selling or buying a small to mid-sized business or franchise resale.

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