



INSPIRE

Cold Messaging System

At Legacy Broker Academy, we've developed a proven cold messaging system that's designed to inspire and connect with business owners looking to sell their businesses. The system is built around the acronym INSPIRE, as we believe that inspiring the seller and understanding their goals is key to securing the listing. This system is designed to guide the conversation step-by-step, ensuring you build trust and rapport while gathering the necessary information to move forward with the sale.

INSPIRE System Breakdown:

Initial Contact Message: This step is not part of the INSPIRE system. This step is to first determine if it is a contact worth pursuing.

To start we want to begin by asking a simple, direct question:

"Hi, are you the owner selling, or a business broker?" If it's a business broker, move on. If it's the owner, proceed with the

Step 1: INITIATE (If the person confirms they are the owner)

"Great! My name is _____. I saw your business and I find it really interesting. Have you had a lot of people interested?"

This step is about initiating the conversation, acknowledging their listing, and showing genuine interest in their business.

Step 2: NAVIGATE (Find a Timeline) Whether they've had interest or not, acknowledge their response, then ask:

"I was reaching out because I specialize in selling Main Street businesses like yours. We actually have buyers interested in businesses just like yours. When do you need to have it sold?"

This helps you gauge their timeline and understand how urgent their need to sell is.



Step 3: SHARE VISION (Get Them to Tell You Their Goals and Dreams After Selling) Dive deeper into their motivations:

“What’s the plan after you sell? Are you retiring or looking to buy another business?”

Acknowledge their vision and goals, repeating what they share to show you’re actively listening. This helps you understand their motivations and tailor your approach.

Step 4: PROVIDE VALUE. Offer helpful, value-driven advice:

“I’m curious, where did you get the asking price? Did you have an evaluation done?”

This step is about educating the seller and positioning yourself as a trusted advisor. By asking this question, you’re guiding them toward the importance of a professional evaluation.

Step 5: INSTILL CONFIDENCE Reinforce your expertise and the value of a professional evaluation:

“The reason I asked is that we’ve found businesses with evaluations sell faster and at a higher price. We offer free evaluations because, in all honesty, it makes our jobs easier and ensures everyone makes more money.”

Share that you work with third-party evaluation companies, which adds credibility and takes liability off you as a broker.

Step 6: REASSURE (Close) Provide reassurance, but also leave room for uncertainty to prompt action:

“Listen, I’m pretty confident I can sell this for you, but I can’t be 100% sure until I see the business. What’s a good time for me to swing by and take a look to get the rest of the questions answered?”

This soft close provides the seller with a clear call to action while expressing confidence in your ability to help them.



Step 7: SET THE APPOINTMENT Lock in a meeting time that works for them and follow up by sending a calendar invite. Be sure to confirm the day before or the morning of to ensure they're prepared for the meeting.

Key Response Points to Prepare For:

- **What is your fee?**

- "The standard is 15% of the sale price, or \$15K if the sale price is under \$150K. However, we usually secure higher sale prices, so most owners are happy with the result, as it benefits everyone."

- **How do you market the business?**

- "We use a local and global marketing plan. Global websites help us market the business to buyers all over the world, but we also focus on local marketing to target buyers who want to take advantage of the amazing business you've built."

- **What kind of commitment do you have?**

- "Our contract is six months. We need this time for three main reasons:
 - 30 days to gather business details and build a marketing framework.
 - 30–60 days to find the right buyer.
 - 30 days for legal to close the deal."

- **Do you have a buyer?**

- "We specialize in businesses like yours and already have interested buyers. However, I can't be sure until I learn more about the business. That's why I'd like to meet with you."

- **What if I have potential buyers already?**

- "We can list those buyers in our contract. If they end up purchasing, you can proceed without us. However, you'll need a team to help with due diligence, such as lien checks, asset checks, LLC transfer, and more. We have the experience to protect both you and the buyer."

The INSPIRE system is a comprehensive approach to cold messaging that not only sets you apart from the competition but also positions you as a valuable partner in the business selling process. By following this system, you can engage with potential sellers, build rapport, and guide them toward making the decision to list with you. The key to success with this method is to inspire confidence, offer value, and always be responsive and genuine in your approach.