



7-DAY SELLER OUTREACH PLAN

Seller Strategy to Keep Moving

This condensed sequence is designed to make a strong initial impression and maximize your chances of connecting with potential sellers within a week. The main goal is to start the conversation quickly, gauge the seller's interest, and get them engaged in discussing a potential sale. If a seller responds, you can shift your communication to a more personalized approach. If not, you'll move forward to other leads.

Day 1: Initial Contact (Text and Email)

Text Message:

"Hi [Business Owner Name], this is [Your Name] with [Your Brokerage]. I have a qualified buyer potentially interested in a business like yours. Would you be open to a quick chat?"

Email:

Subject: Confidential Inquiry Regarding [Business Name]

Dear [Business Owner Name],

My name is [Your Name], and I'm a business broker with [Your Brokerage]. I'm reaching out because I have a qualified buyer who is very interested in acquiring a business similar to yours in the [Industry] industry. They are particularly interested in companies with [briefly mention key criteria that align with the business].

Would you be open to a brief, confidential conversation to discuss your potential interest in selling [Business Name]? I understand that you may not be actively considering selling at this time, but I'm happy to share more information about my buyer and answer any questions you may have.

Thank you for your time and consideration.

Best regards,

[Your Name]

[Your Contact Information]

Day 3: Follow-Up Call

Phone Call :

"Hello [Business Owner Name], this is [Your Name] with [Your Brokerage], following up on my previous text and email. I wanted to see if you might be open to a quick chat about a potential opportunity for [Business Name]. I have a qualified buyer who is very interested in acquiring a business like yours, and I think it could be a great fit. Would you be available for a brief call sometime today or tomorrow?"

Day 5: Second Follow-Up with Value-Add

Email:

Subject: [Business Name] – Potential and Market Insights

Dear [Business Owner Name],

I wanted to follow up on my previous attempts to connect. I understand you may be busy, but I wanted to share some recent insights on the [Industry] market that might be relevant to you. [Briefly mention a key trend or statistic, or link to a relevant article].

Even if you're not currently considering a sale, understanding the current market dynamics can be valuable for any business owner.

If you'd like to discuss this further or explore any questions you might have about your business's value or potential sale options, please don't hesitate to contact me.

Best regards,
[Your Name]

Day 7: Final Attempt (if no response)

Phone Call

"Hi [Business Owner Name], this is [Your Name] from [Your Brokerage] making one final attempt to connect. I wanted to reiterate that I have a qualified buyer who is very interested in a business like yours. If you're at all curious about exploring your options, even if it's just for future consideration, I'd be happy to answer any questions you might have. Feel free to reach out to me anytime at [Your Phone Number]."

(If you have their email address, add):

"I also invite you to subscribe to our newsletter for valuable insights on the [Industry] market and tips for business owners. You can find the link to subscribe on our website at [Your Website Address]."

Adding to Newsletter

If you have the business owner's email address (and they haven't explicitly opted out), it's a good practice to add them to your newsletter list. This allows you to continue providing value and staying top-of-mind even if they're not ready to sell immediately.

Important Notes:

Concise and Compelling: Keep your messages brief and to the point, highlighting the key benefits and creating a sense of urgency.

Value-Driven: Provide valuable information or insights to show your expertise and build credibility.

Respectful and Professional: Maintain a professional tone and avoid being pushy or aggressive.

Call to Action: Clearly state what you want the business owner to do next (e.g., reply to the email, schedule a call, etc.).

Permission and Compliance: Be mindful of anti-spam laws and best practices for email marketing. Ensure you have a legitimate reason to add them to your list (e.g., they expressed interest in your services) and provide an easy way for them to unsubscribe.

Conclusion:

This condensed 7-day outreach plan is designed to make a strong initial impact and encourage a response from sellers quickly. If there's no response after day 7, it's important to move on and focus on other leads. Once a response is received, you can transition the conversation to a more personalized approach to discuss the business and the potential sale.

Legacy Tip:

This Reach Out plan is only as effective as you use it. So what we want to do is we want to make it easy for you. Legacy Broker Academy has done all that heavy lifting for you and created it ready to go. It is a preloaded Reach out plan set up in our official Legacy Platform for business brokers. It has everything you need to scale your business and save time while generating more leads and more closings just like this.

Go to <https://legacybrokeracademy.com/platform> to get started today!