

Business Owner Call Script & Rebuttal Guide

INTRO

Hi, this is Vic Vartanian - I'm a local Licensed Business Agent here in New Jersey. I specialize in helping owners like yourself evaluate, position, and - when the time is right - sell their business for maximum profit.

I'm calling you personally because I'm currently working with several qualified buyers who are looking for businesses just like yours - and I wanted to ask:

Have you ever considered selling, even if just to see what your business might be worth today?

QUALIFYING QUESTIONS

1. How long have you owned the business?
2. What made you get into this industry?
3. How's business been lately? Are sales up or down over the past year?
4. Is there anything about the business you'd love to offload - like long hours, management headaches, etc.?
5. If I brought you the right buyer - someone serious, qualified, and ready to close - what number would make you say: "Let's talk"?
6. Have you ever had it appraised, even informally?
7. Do you own the building or lease it?
8. Is your business something that could continue running smoothly under new ownership - or are you the engine that keeps it going?

REBUTTALS

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"I'm not interested in selling."

> Totally understand. Just to be clear - I'm not asking you to list anything or sign anything. I'm simply asking if you've ever thought about what your business might be worth today.

"I'm too busy right now."

> That's usually a sign of a good business - and exactly why it might be worth more than you think. Would mornings or afternoons work better for you next week?

"I've built this from scratch - I'm not ready to let go."

> And that's exactly why you deserve to exit with maximum leverage when the time is right.

"I've spoken to brokers before - not impressed."

> I completely respect that. Most brokers rely on cookie-cutter listings. I work with discretion, targeted buyers, and 50 years of market timing.

SELLING POINTS

- Now is the peak: The market is full of cash-rich buyers.
- Exit planning = power: Knowing your valuation gives you leverage.
- You control the timing: Sell on your terms - when the number is right.
- Buyers love local cash flow: Local, service-based businesses are in high demand.
- This isn't a listing, it's matchmaking: Discreet, qualified buyer placement.

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CLOSE

Look - this may not be the right time for you. And that's perfectly fine.

But the smartest owners are exploring what their next chapter looks like while the market's still in their favor.

Let me offer you a confidential, no-cost consultation and valuation snapshot.

What's a good time to connect for 20 minutes - mornings or afternoons?