A Good Offer Is About What Is There and What Is Not

A good business offer is about more than what a business has today. Discover how buyers assess potential, what sellers can bring to the negotiation, and where hidden value can shape the deal.

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Most sellers think about value in terms of what the business is today. Its profit, its assets, its customers. Buyers who know what they are doing think differently. They look at what is there, and just as closely at what is missing, because the gap between the two is where opportunity and negotiation live.

Value Hides In What Is Not Yet There

A buyer often pays for potential they can bring to life, not only for what exists. An empty section of a shop floor, a product line you never launched, a region you never sold into, or a service your customers keep asking for are all value waiting to be created. If you can see these openings and show them clearly, you give a buyer a reason to pay more. If you cannot, you may be handing that upside away for free.

Know What To Put On The Table

The same idea works in your favour during a negotiation. What you choose to include or leave out shapes the deal. Stock, equipment, a favourable lease, a supplier agreement, or your continued help for a few months can all be used to add value or to bridge a gap on price. Sellers who understand this negotiate with more than just a number. They shape an offer that works for both sides.

Negotiation Is A Skill, Not A Reflex

Accepting the first figure a buyer mentions is rarely the best outcome, and neither is digging in stubbornly. Good negotiation is about understanding what the other side truly wants, then finding the arrangement that gets you the most while still closing the deal. That takes preparation and, often, someone experienced beside you who has done it many times before.

The business you are selling is worth more than the sum of what sits on the balance sheet today. Seeing what is there and what could be is how you get paid for all of it.

There is usually more value in a deal than the first number suggests. If you want to present your business at its full worth and negotiate well, talk to us before you agree to anything.