20 Smart Phrases that keep Buyers Hooked

Welcome – You’re About to Level Up Your Sale Game!

If you’ve landed here, you’ve already taken the first smart step toward selling your business with confidence — and without saying the wrong thing that could cost you thousands.

The truth is, what you say in front of a buyer matters just as much as your financials, your systems, or your marketing.

This **cheat sheet** gives you **20 more high-impact, buyer-friendly phrases** you can use instead of those reputation-killing lines. They’re designed to:

- **Build trust** with buyers from the very first conversation
- **Protect your bargaining power** during negotiations
- **Position your business** as a solid, transferable investment
- **Keep deals moving forward** instead of stalling or falling apart

Think of this as your quick-access toolkit for speaking the language that turns interest into offers — and offers into settlements.

Let’s get started.

❌ **Don't Say**: I just want out
✅ **Say**: I'm ready to pass this to someone who'll take it to the next level

❌ **Don't Say**: I take cash
✅ **Say**: Our payment methods include cash

❌ **Don't Say**: That's how much it's worth - take it or leave it
✅ **Say**: Based on the level of interest, this is where we've landed - happy to hear your thoughts

❌ **Don't Say**: Employees don't need to know
✅ **Say**: I plan to communicate the sale strategically after due diligence to ensure a smooth transition

❌ **Don't Say**: That's not negotiable
✅ **Say**: I'm open to finding a solution that works for both of us

❌ **Don't Say**: We keep two sets of books
✅ **Say**: We track performance internally - and for official reporting

❌ **Don't Say**: We pay staff cash under the table
✅ **Say**: We have a flexible payroll structure

❌ **Don't Say**: I'm key to the business
✅ **Say**: I've structured the business so it's not reliant on one person

❌ **Don't Say**: We don't keep proper financial records
✅ **Say**: We can provide everything you need to satisfy yourself during due diligence

❌ **Don't Say**: We don't have contract with suppliers - it's all handshake
✅ **Say**: Our supplier arrangements are flexible - It gives us freedom to use new suppliers without problems

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❌ **Don't Say**: My customers are loyal — they'll stay no matter what
✅ **Say**: You'll be inheriting a strong base plus room to expand

❌ **Don't Say**: This business basically runs itself (*Buyers will doubt this claim and suspect hidden issues)*
✅ **Say**: We've created processes that reduce owner involvement

❌ **Don't Say**: We don't bother with licences
✅ **Say**: Our operations run smoothly within industry guidelines

❌ **Don't Say**: I just make up the numbers for the BAS
✅ **Say**: We follow a consistent method for reporting

❌ **Don't Say**: We don't have insurance — too expensive
✅ **Say**: The nature of our operations keeps insurance needs minimal

❌ **Don't Say**: We don't bother with safety checks
✅ **Say**: We've integrated safety into our processes

❌ **Don't Say**: Our best staff member is leaving soon
✅ **Say**: Any staff change would be managed smoothly

❌ **Don't Say**: I'm only selling because my lease is about to end
✅ **Say**: The timing feels right for a change *(if they ask for a direct answer about your lease, say: "The lease is about to end but you'll have an opportunity to discuss your lease needs with the landlord under a Contract of Sale")*

❌ **Don't Say:** We don't really advertise — word of mouth keeps us going
✅ **Say**: Marketing hasn't been a major expense - Our reputation drives consistent inbound enquiries

❌ **Don't Say:** You'll need to work 80 hours a week to keep it running
✅ **Say**: It's a business for someone who enjoys being actively involved

❌ **Don't Say:** The industry is going downhill
✅ **Say**: There's growth potential in emerging segments

❌ **Don't Say:** We've lost a few major clients recently
✅ **Say**: We've reduced reliance on a small number of clients

❌ **Don't Say:** We've never done stocktakes
✅ **Say**: Inventory levels are consistently maintained

❌ **Don't Say:** We haven't raised prices in years
✅ **Say**: We've prioritised volume and loyalty over short-term increase

Your Next Step Toward a Profitable Sale

Now you've got 20⁺ extra buyer-friendly phrases in your toolkit, you're already ahead of most sellers out there. But knowing *what* to say is just one part of maximising your sale price — the real magic happens when your business is presented strategically, priced right, and matched with the right buyers.

That's where we come in. We help business owners like you:

- **Understand the true value** of your business in today's market
- **Position your business** so buyers compete for it — not the other way around
- **Negotiate terms** that protect your interests and maximise your profit

If you're even *thinking* about selling in the next 3–12 months, let's have a quick, obligation-free chat about what's possible.

Your future buyer is already out there — let's make sure you're ready when they show up.

📞 **Gold Coast Office**: 07 5619 6863
📞 **Brisbane Office**: 07 3063 0470
📧 **Email**: sales@goldcoastbusinessbrokers.com.au