



HOW TO SELL A PRINTING BUSINESS

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ORIGINAL AD

Successful Printing And Signage Business In Noosa

If you're looking to buy an established business for sale in Noosa, then this is an ideal opportunity for you, this business has been operating for nearly 20 years and was opened as a new business by the current owner.

The printing business is split into 4 main areas of business, giving it an edge over its competition and ensuring that the revenue is consistent throughout the year.

- Sheet Fed Printing
- Shop Signage
- Wide Format
- Real Estate Signage

Long handover available.

For more information please contact Dale West on 0403 266 190 or email dale@multibusinesssales.com.au

NOTES

You could do a lot worse than this ad. It's approachable in style and contains some decent selling points. But getting a buyer's attention and getting them interested enough to contact you is such a big hurdle in the sales process, so you need to stand out.

A business with solid income over a long period is a great opportunity for a buyer. It means it's stable and probably unlikely to sink, even with a new owner learning the ropes. If we can capitalise on the 20 year history, and the support available, we can offer an unusually low-risk opportunity that will stand out in the market.



NEW AD

Noosa Man Finally Selling The Printing Business That's Turned A Profit 20 Years Running

Ray Jones is opening up his business and his books to interested buyers for the first time, from Mon 3rd Apr to Fri 7th Apr, 2019.

Take a tour of the printery and complete financial records to learn how a printer with no previous business experience has managed to turn a profit every year for 20 years, even during an industry downturn. Also find out why he's donating 200 hours of his time to make absolutely sure the new owner is successful.

Tours are 1-on-1 so spots are limited.

To book please phone Dale West on 0403 266190 or email dale@multibusinesssales.com.au.

P.S. This business is likely to appeal to a wide audience, because it's a steady income earner, and very likely to continue its success even in the hands of a new owner with limited experience. I'd recommend trying to book one of the first spots available.



NOTES

IMPROVEMENTS

Headline

The new headline is more news-like and will stand out from the standard “business type for sale”.

Name

Using the owners name gives the ad a personal feel. We’re also starting to position “Ray” as an expert, and someone the buyer will trust and want to learn the ropes from.

Time

By naming dates, we present a specific window of opportunity that makes it clear the buyer shouldn’t delay their response.

Promise of financial records

The buyer is going to ask for these anyway. By being the first to mention them, you earn trust and the buyer feels they’re going to get the important information they’ll need to make a good decision.

200 hours of support

We’ve turned the offer of a “long handover” into a more concrete offer. It’s a strong selling point, so we want to present it clearly.

Urge to book quickly

We’ve now given 2 reasons not to delay. Specific dates, and the suggestion that this business will be sought after. Think about this - if you have 2 opportunities and one is likely to disappear soon, which one do you give your attention to first?

Dave Gillen