

# 10 Questions Business Owners Should Ask – When Someone Wants to “Talk About Your Business”



## 1. Don't Show Your Hand Too Early

Be friendly but keep things at a high level. Avoid talking about revenue, profits, or your plans to sell—or not sell—on that first call.



## 2. Know Who You're Talking To

Ask for the person's full name, company, and role. Are they a direct buyer, part of a private equity firm, or a broker working for someone else?



## 3. Ask Why They're Interested

A serious buyer should be able to tell you why your company caught their attention—your location, your crews, your customer base, etc.



## 4. Understand What Kind Of Deal They Want

Is this a full sale? Are they looking to partner or invest? Different types of deals have very different outcomes for you and your business.



## 5. Get Clear On Timing

Are they looking to move fast, or just testing the waters? A vague or open-ended timeline may mean they are not serious.



## 6. Watch Out for “Big Number” Bait

Some buyers throw out impressive-sounding valuations to grab your attention. Without seeing your books, those numbers don't mean much.



## 7. Don't Share Sensitive Info Without an NDA

Never send tax returns, job schedules, customer lists, or other private info unless they have signed a non-disclosure agreement.



## 8. Talk To A Trusted Advisor First

Bring in an expert who knows the M&A process—an investment banker or advisor who works with companies like yours. They can help you figure out what is real and what's not.



## 9. Make Sure Your House Is In Order

Even if you are just thinking about selling, now's the time to tighten up your financials, crew records, contracts, and processes.



## 10. One Buyer Isn't The Whole Market

Just because someone called does not mean it's the best deal you'll get. The best outcomes usually come when multiple buyers are at the table.