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How to Sell in a Down Market, Georgia Business Brokers



Good salesmen know how to sell even when consumers are reluctant to open up a checkbook. Drawing from two decades of experience, sales consultant Mark McGraw will offer practical tips for selling in a down market at the monthly Georgia Association of Business Brokers meeting.

McGraw, who works with the Sandler Sales Institute training and sales consulting business, will discuss “Keys to Selling in a Down Market” at the GABB meeting beginning at 10:30 a.m. Tuesday, July 28th, at the SouthTerraces Conference Center, 115 Perimeter Center Place, Atlanta, Georgia 30346. The GABB meeting is open to the public at no charge; networking time is available before and after the meeting.

“I think anyone in business will enjoy hearing Mark talk about the whole mental and emotional approach to sales when the overall market is suffering,” says GABB President Van Watkins. “Mark will also share several scenarios to illustrate how to deal with specific sales situations.”

McGraw is aligned with the Global Network of the Sandler Sales Institute. His experience includes being vice president of sales operations for a Fortune 500 company, where he managed, trained and lead the sales efforts for the U.S., Canada, Mexico and Brazil. McGraw’s company helps businesses of all sizes improve their sales results by helping them identify their goals, deal with the obstacles that prevent salespeople and leaders from reaching their capability and installing the results-driven sales process called the Sandler Selling System.

The Georgia Association of Business Brokers (GABB) is the state’s only professional organization and Multiple Listing Service dedicated to helping in the purchase and sale of businesses and franchises, and the merger and acquisition market. An experienced GABB business broker can help a business buyer find and evaluate options, expedite transactions, help negotiate a fair price, obtain financing, and work with the seller's broker and advisors. Business owners can benefit from a GABB member’s experience to price their business, professionally market and advertise to prospective buyers, negotiate and close a deal. All certified GABB brokers operate under strict pledges to protect proprietary information and ensure utmost confidentiality. The GABB web site lists hundreds of businesses for sale throughout Georgia, as well as around the country.

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