



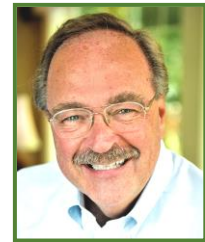
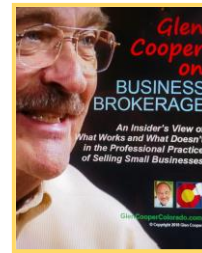
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Presents . . .

A ONE-OF-A-KIND BUSINESS BROKERAGE WORKSHOP!

Friday, October 11, 2019



What's Wrong with Business Brokerage and What to Do About It

**Presented by: Glen Cooper, Managing Partner of Colorado Business Brokers
and Author of *Glen Cooper on BUSINESS BROKERAGE***

- 1:00PM-2:45PM Five Top Challenges for Business Brokers and Five Solutions Defining Your Purpose, Promise, Offer & Difference – Why Do It? An Exercise & Plenty of Chances to Get Your Questions Answered!
- 2:45PM-3:00PM Refreshment Break – Buy Glen's Book and Get It Personalized!
- 3:00PM-4:00PM Choose Your Market Instead of Letting a Market Choose You! Why Traditional "ABC" Sales Training Doesn't Work for Us & How to Adopt a "Listen, Teach and Lead" Sales Style Instead

Glen Cooper

Founder & Managing Partner, Colorado Business Brokers, Business Broker and Coach

Glen has been a business broker since 1979. That's right – this is his 40th year! He has successfully led business brokerage firms in Maine, New Hampshire and Colorado.

For 26 years, he was also an active and credentialed business appraiser. He is even a well-known national instructor and coach for business brokers.

He is a Board Member and Education Vice President of the Colorado Association of Business Intermediaries (CABI).

He grew up in Colorado, left for 38 years, then returned to his home state in 2010. He was founder of Maine Business Brokers (1981-2010), now the largest business brokerage firm there, which he sold in 2010.

He was vice president of New Hampshire Business Sales, that state's largest firm (2004-2010). He was a sole practitioner in Colorado (2010-2017).

In January 2018, he founded Colorado Business Brokers. Glen has appraised and/or sold over 500 small businesses. He wrote his 36-lecture business brokerage training course, eBook and print book over three years (2016-2018).

Come to this workshop, meet Glen, buy his book and get him to personalize and autograph your copy.

Get Glen's Course, eBook and Book Before or at the Lansing Conference!

Glen's videos, eBook, and print book are available at Business Brokerage Press in two formats:

\$299 – Online access to Glen's 36 Video Lectures and a PDF version of Glen's eBook.

Videos and eBook on sale until October 15th to MBBN members for just \$199 (\$100 OFF!)

Use promo code "**mbba**" when you order from www.BBPinc.com.

\$59 - Hard Copy – a printed, paperback copy of Glen's book (298pp, 98,000+ words!)

Note: We have arranged to have some of Glen's books available for purchase at this workshop - autographed and personalized if you desire. If you would like to reserve a book, please let us know when you

make your reservations. Cash or check (\$59.00) will be required for your purchase. **Checks may be made payable to "MBBA."**

EARLY FEEDBACK – WHAT THEY'RE SAYING:

"Barbara and I have known Glen Cooper for over 30 years. I think Glen has created something that all business brokers can benefit from. His lectures are short. His workbook is **structured well for a brokerage office to use lecture-by-lecture in sales training**. It is an absolute must-have for someone new to the business. Even experienced brokers who want to hear some interesting ideas should not pass this up! His approach is well thought out and adds **material that you won't find anywhere else.**"

Tom West, Business Brokerage Press

A Founder and Past President of the International Business Brokers Association (IBBA)

"I have been doing Business Brokerage for 20 years and **this is the best "Book" I have read!** Glen does an excellent job of walking the reader/listener through the myriad of complex issues, attitudes, technologies, systems, and processes needed to be successful in this complex profession. I will make this **mandatory training for every business broker** working in the 30 offices we have in Canada."

**Greg Kells, M&AMI, CBI, CMEA, CSBA, CBTS, BCA, Fellow of the IBBA
President, Sunbelt Business Brokers, Inc., Toronto, CANADA**

"[This is] the most pragmatic, honest and true insight into our profession that I've seen. I am a 30-year industry veteran and I picked up a lot of tips which would have saved me hundreds of hours and made more money for me had I realized some of his wisdom."

Suzanne De Lucia, CBI, Fellow of the IBBA, President, Front Range Business, Inc., Boulder, CO

"[Glen's] . . . course should become a **must-study for all new and developing business brokers**. These materials are an excellent short-cut to the kind of experience that can accelerate success and minimize disappointment in the development of your practice."

**Richard Mowrey, CBA, CVA, CMA, Fellow of the IBBA
President, Management Services & Development, Ltd., Punxsutawney, PA**

"Glen recruited me 20 years ago . . . at Maine Business Brokers, the company he started in 1981 and sold in 2010. I'm still here. Maine Business Brokers is still here. **Glen is the most knowledgeable and gifted business broker I know.** He is an outstanding broker and an outstanding educator. [He] really does know what works and what doesn't work. He's put it all together in Glen Cooper on BUSINESS BROKERAGE."

Lee Edwards, Maine Business Brokers, Portland, ME

"Over the many years of having had the privilege of knowing and working with him, I have become a proud fan and a willing friend. Glen Cooper is a powerhouse of skills, ethics, knowledge, and panache. **Glen Cooper on BUSINESS BROKERAGE embodies the breadth of scope and detailed precision that Glen brings to all the work I've seen him do.** We are collectively lucky that he chooses to freely share his wisdom."

**Gary Bayus, Prestige Business Sales, Mergers & Acquisitions, Pismo Beach, CA
Past President, California Association of Business Brokers (CABB)**