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DEALMAKER SOFT SKILLS

STRATEGIC PATIENCE

THE TIMING SKILL THAT SEPARATES AMATEURS FROM DEALMAKERS



Jonathan Jay's
DEALCLUB

Strategic Patience: The Timing Skill That Separates Amateurs from Dealmakers

Introduction: The Space Between the Moves

In chess, the masters aren't just playing the board. They're playing time.

The same goes for dealmakers.

Ask any seasoned acquirer — and they'll tell you: the most important decisions are often *not* about "what to do" but *when* to do it. Strategic patience — the discipline to *wait* when others rush, to *pause* when others push — is one of the most underrated soft skills in M&A.

Impatience makes you overpay.

Impatience makes you ignore red flags.

Impatience gets you emotionally entangled.

This report is about cultivating the opposite. Strategic patience isn't passive. It's sharp. Observant. Deliberate.

You're not dragging your feet.

You're giving the deal room to breathe.

1. What Is Strategic Patience?

Strategic patience is the ability to:

- Delay action for maximum leverage
- Let the other party reveal more than they realise
- Pace a negotiation to your benefit — not theirs
- Withhold your interest at key moments to build pressure
- Control the tempo of the deal, even if you're not in control of the asset

This is not indecision. Nor is it stalling.

It's *choosing* when to act — with intent.

Think of it as a game of psychological judo: using time, silence, and space to shift the power dynamic.

In Jonathan Jay's words: "The dealmaker who cares the least — wins."

And caring less is often about **waiting more**.

2. Why Patience Pays Off in Business Buying

In acquisitions, speed can:

- Spook the seller
- Raise your offer prematurely
- Close before the proper checks are done

Strategic patience allows you to:

- Let the seller process what's happening emotionally
- See how competitors drop off
- Watch the motivation of the seller change with time
- Gather more information without looking desperate

You're not just buying a business. You're buying it at the right **moment**.

Patience puts that moment in your hands.

3. When to Use Strategic Patience

Here are the critical moments where slowing down gives you power:

a) After the First Meeting

Don't rush to send a follow-up offer. Let the silence do some work. Give the seller space to reflect — and worry a little about losing you.

b) During Negotiation

Use silence between emails or calls to let your terms sink in. Fast responses feel reactive. Delayed responses feel considered — and signal strength.

c) When Due Diligence Reveals Issues

Pause. Recalibrate. Don't steamroll forward. Let the seller squirm. Often, they'll come back with concessions.

d) When Sellers Get Cold Feet

Don't chase. Let them sit with their own indecision. Nine times out of ten, they come back.

4. Patience vs. Procrastination

Patience is a tool. Procrastination is a trap.

The difference?

Strategic Patience Procrastination

Intentional	Avoidant
Creates leverage	Loses momentum
Tactical silence	Fear-based delay

Ask yourself: *Am I waiting to be smart, or waiting because I'm scared?*

That question cuts through the fog.

5. Case Study: The Deal That Got Better with Time

A Deal Club member had an engineering business lined up: solid turnover, loyal staff, but low profits. The seller was keen — but emotional.

After a promising first call, our member did something smart: he waited.

No follow-up email.

No chasing.

Just space.

A week later, the seller came back with lower expectations.

"I thought I'd lost you," he said. "And I realised — I don't want to miss this opportunity."

The final deal? Half the original valuation.

All because of **strategic silence**.

6. The Psychology of Seller Silence

When you go quiet, the seller fills the void:

- *"Have I done something wrong?"
- *"Are they still interested?"
- *"Was my price too high?"

This isn't manipulation. It's simply creating space for their real motivations to surface.

Pressure doesn't always come from what you say. Sometimes, it comes from what you don't.

7. Exercises to Strengthen Strategic Patience

Here are some practical ways to build your patience muscle:

1. The 48-Hour Rule

After a seller shares key information — wait 48 hours before responding. Use the time to reflect, review, and *not* react.

2. The "Let Them Follow Up" Challenge

End a call without offering next steps. Let them come to you. You'll learn a lot about their motivation.

3. Write the Email — Then Wait

Compose your follow-up... but don't send it. Revisit it 24 hours later. You'll spot places where urgency slipped in.

8. What Jonathan Jay Teaches About Timing

Jonathan often reminds us: *“One deal can change your life — but only if you buy it the right way.”*

And that means:

- Not rushing into the wrong deal
- Not overpaying to “lock it in”
- Not being led by seller emotion

It means **waiting** — sometimes longer than feels comfortable — for the **right moment to act**.

Sometimes that’s when the seller is finally ready to let go.

Sometimes it’s when your finance is lined up.

Sometimes it’s when other buyers fall away.

Deals, like fruit, ripen in time.

9. Final Thought: Slower is Smoother, Smoother is Faster

Elite dealmakers don’t feel rushed.

They set the pace.

Strategic patience isn’t passive.

It’s power — disguised as stillness.

So the next time you feel the itch to push, send, reply, or act...

Wait.

And in that space — watch the deal start to work *for you*.

Next Steps:

- Review your current pipeline. Where could strategic patience create leverage?
- Try one of the exercises this week.
- Reflect on deals you've rushed in the past — and what might have happened if you'd waited.