

MERGER & ACQUISITION SCRIPT #1

- Introduction:** *“Good day, (name) hereI am a partner within (firm’s) Mergers and Acquisitions team. Most of the (FILL) world is familiar with our executive search practice that recruits (titles) and other high end people for our clients. Well, this has developed further than that over the years, and we have applied the same methodology but to recruiting entire (type of) agencies for our clients.”*
- Body:** *“In summary, what we do is track down possible acquisitions that fit with your growth goals. This might be someone specializing in (area) that can create synergies with your import (type of) clients, or a (specialty) shop that you can cross sell with. We are not talking to the low hanging fruit. Our clients expect to see the kind of companies that did not wake up this morning thinking they want to sell. We bring the ones that are growing; excited about the future, instead of the ones that are looking to get out of the business.”*
- Close:** *“How does a merger or acquisition play with your long term growth strategy?”*