

MERGER & ACQUISITION SCRIPT #2

Introduction: *“This is (name) with (firm). I am the (title) over our M&A team, and I am calling to introduce what we have done for a few of your neighboring firms like (name drop other client companies) as well as a number of other top (types of firms).”*

Body: *“(Name), I recognize that to qualify to be selected to become a part of (recent award or accolade) means that your organization has set itself apart from your local competition frankly by being better at what you do than your competition.*

With that being said I believe that I can help you take those next steps in your company’s evolution by taking those things that make you as strong as you are and using them to help you significantly grow your revenues.

With (area) still in a soft market and clients downsizing their employees, many of my clients are seeing that organic revenue growth through traditional means is becoming an almost no win battle just to stay even with the past few years.

Many of them have taken steps to attack the market in a different manner by engaging our firm to take advantage of tough times and tight financials to purchase, merge or roll in companies or their assets to their organization.

Often times bringing on new business lines, strengthening existing distribution channels or by simply opening up a new geography, we have made our partners stronger and allowed them to more rapidly meet their goals.”

Close: *“Are you open to alternative means by which to grow your firm?”*