

## MERGER & ACQUISITION SCRIPT #3

**Introduction:** *“This is (name) with (firm)’s Mergers and Acquisitions team. You might be familiar with our firm on the executive search side of the business. We have been in business for (# of) years, do (\$) in revenues and are one of the (firm’s accolades). However what we are becoming more well known for is the way we apply the client focused search method to acquisitions.”*

**Body:** *“There are plenty of companies out there that will send out fliers and mailings, and you probably get a million of them a day asking for you to get in touch with them when you want to value or sell your company. The problem with that method is of course if you are the buyer you are competing against 100 other buys. Places like (competing firms) will package a business up and sell to the highest bidder. What we do is different. Let me explain how and why this will be a better strategy for longer term profits.*

*What we do is we go through everyone from A-Z in your market place. We will talk with the smallest (\$ of) revenues (type of) firms in your area, to the largest (\$ of) regional and even sometimes national (type of firm) locations. We will tell everyone your story and what you are trying to accomplish. Our job isn’t going out there and bringing you the first 3 people that turn up. Our job is to bring you everyone, that way you know if what you are buying is the best.*

*We are talking to people who did not wake up this morning wanting to sell. However with a good story and with the research we do on (their firm’s name), we are able to craft the story to sound attractive enough to them to have a cup of coffee with you. The most important thing is that I have a good story to sell, just like you guys need a good (type of) product.*

*On top of having a confidential insight into your market place that others do not, you will also receive from me a semi due diligence report on the potential acquisition. This will have information on it from the owner’s background, to what his role and other people’s role in the company are, to what their revenues are, their target market and most importantly, why they are considering and why they would be open to being acquired by you.”*

**Close:** *“There are a lot of firms out there that we could work with, but I know you, I like your company and your story. The question really is this: are you open to alternative means by which to grow your firm?”*