

SELLING THE COMPANY

SELLING A SMALL COMPANY

Example #1: *“The company we have partnered with is (Company Name). It is a family owned firm formed in 1962 and is ranked in (Publication) as the (Position Rank) largest firm and fastest growing firm in (Location). Their actual location is out in the suburb of (Location). (Company Name)’s main drive is growing their book of business without losing focus on the number one priority, which is family. What this means to you is that although (Company Name) is small, their positioning and history in the market gives you stability in an environment where your voice will be heard because of the family atmosphere.”*

Example #2: *“(Company Name) is a third generation family owned company that heavily invests their profits back into the business. From the newly completed 3,500 square foot expansion, to the imaging of all files, and the new technology in which they have recently invested, (Company Name) is always looking at how they can perform better more efficiently for their clients. As you know, small, established, family companies invest in their people. From a matching 401(k), to Christmas in July bonuses, to yearly merit bonuses, this company values their staff and understands that a company is just a collection of people, so you need to treat those people right.”*

Example #3: *“I’m not sure what information you have about (Company Name) but let me provide some insights that we are privy to that you wouldn’t necessarily know unless you were a part of their team. (Company Name) was formed in 1984 by the (Title), (Name), who developed his benefits expertise in roles with (Company Name), (Company Name) and (Company Name). Over the years, (Company Name)’s growing client list has remained varied - ranging from a (Location) asset management firm with 25 employees to a 3,000-employee retailer in Georgia to a large northeast healthcare organization employing more than 13,000 people. The firm is located in (Location), a suburb of (City, State). Their book of business is approximately 1.8 million with nearly all of their clients being over 100 lives or greater. This organization offers prides itself not only on their ability to offer innovative solutions to client benefits issues, but also on their timely, personalized service. They are small enough to ensure that the (Title), (Name), is intimately involved in all assignments, yet large enough to offer strong analytical resources and maintain many valuable vendor relationships. This is your opportunity to expand your skills by having more of a role to play in the assignments you are given and that’s par for the course when working for a smaller organization such as (Company Name). The organization presently has four employees and has enlisted our services to help in locating a person join their team as a (Title).”*

Example #4: *“The best part about this company is that it is small enough for you to be able to make a major difference in the company’s direction but savvy enough as well as financially solid enough to be able to implement the programs and changes that are necessary to build the company. As a result, you have the ability to influence change and help create policies and programs throughout the organization’s landscape as they continue to grow.”*

Example #5: *“One of the fastest ways a career can be accelerated is by working directly with those who have the power and influence to promote you based on your contributions, not on your tenure. (Company Name), being a smaller organization, offers the opportunity to be recognized as a person instead of just another employee number. You are enabled, and encouraged, to go straight to the top when you have an idea, issue, or question – which is a unique environment that breeds empowerment and a feeling of ownership for your career. There aren’t layers and layers of individuals to hide the work that you do; you will be recognized for your individual accomplishments and contributions which will provide a strong platform for the right individual to move up quickly.”*

SELLING A LARGE COMPANY

Example #1: *“(Company Name) is one of the leading providers of data storage technologies serving the small box healthcare facilities industry where medical records storage and privacy compliancy have become critical issues. Although they’ve recently refocused their business to concentrate exclusively in the healthcare sector, they have a 20 year history of having provided off-site data storage services to many clients in the Fortune 500. (Company Name) has invested heavily in infrastructure, building multiple data centers globally which interconnect for redundancy measures in case of outages. (Company Name) is quickly becoming a major player in the data warehousing and cloud computing industry. They have secured contracts with many of the leading small box healthcare facilities along the East Coast and are beginning to expand across the central and western parts of the U.S. Their current contracts account for over 400 care facilities and their services allow members within the same organization to access and share medical records “in the cloud”.*

(Company Name) has a very strategic plan in place to sustain their recent new growth and to continue dominating their industry. As you know, the demands and governmental regulations placed on healthcare providers continue to increase. (Company Name)’s recognition and reaction to the demand for this type of service across the healthcare sector ensures their continued growth over the next 3-5 years at a minimum. Jumping to (Company Name) now gives you the chance to join what would still be considered a ground floor opportunity because of their recent reorganization, giving you direct access to work next to the brain-trusts of the organization.”

Example #2: *“We have been retained by (Company Name) based out of (Location) and have offices throughout (Locations/s). Overall the company does about \$420MM in revenue and they process roughly 2/3 of all ACH transactions that funnel through the Federal Reserve daily. This makes them one of the largest transaction processing companies in the world.*

Because of their size, you have unparalleled opportunity to advance where you’d like within the company. In fact, they offer an ever-changing team environment where your abilities are leveraged across the organization. So if you are brought on as a (Title), but then gain experience in (Role) because of having worked with a different internal group on a project and you decide you’d like to learn that side of the business next, there’s a probable certainty that it can happen for you. Or – if you enjoy the role and group that you were initially hired into and want to continue along that career path – you can.”

Example #3: *“(Company Name) is a firm that we have had the opportunity to partner with for several years; we started working with them in (year) and at that time they had (number of offices and number of sales reps). We have helped them grow from there to (number of offices and number of sales reps). (# of) years ago they implemented a plan that would take them from (\$ First Revenue Number to \$ Second Revenue Number) within (# of) years. They accomplished that goal.*

In late (Year), (Company Name) implemented a plan that would take them from (\$ Second Revenue Number) to (\$ Third Revenue Number) by (Year). That plan is on track. As a result of this growth and the fact that one of the previous AVP’s has been promoted to be the VP of group sales we need to add an AVP to the corporate team. As there is one AVP now that currently has more on his plate than can be handled, this is the opportunity for you to join the organization, influence the planned growth, learn the business and take advantage of the promotional opportunities which will happen as goals are met and the company continues to expand and need more leaders.”

SELLING A NEWLY FORMED COMPANY

Example #1: *“My company has been retained by a pre-IPO organization, which designs, develops and markets (Product type) for next generation (Industry served item). Specifically, they are building a next generation (Product type) that, unlike most of their competition, is actually not far from being fully operational. The company is located in the heart of the (Industry hub location, i.e. Silicon Valley for semiconductor as an example) and in less than 7 months since their first round of funding, they have attracted over 100 of the top talents within the (Industry) world. A couple of exciting things that are taking place, they have scheduled their prototype demonstration for the (timeframe) and they also have determined that the time is right to double in size and hire over 100 people over the next year. Getting in with type of organization means there is less of a hierarchal structure so you are able to come in and move up as different layers are created. You don’t have to wait until someone get promoted or retires to advance in your career. Plus, with less bureaucracy, decisions are made more readily.”*

Example #2: *“A unique element of (Company Name) has to do with their funding. Not only did they receive a significant amount of first round funding, they also did it in a time when most funding has dried up. While their competitors are contracting and going out of business, (Company Name) is expanding their business and market share. The names of their venture capital firms and institutional investors play as a “Who’s Who” list for past incredibly successful ventures. Their new Chairman of the Board is a highly recognized player within the (Industry) world. Aligning yourself with this kind of environment means you have a large potential for gaining equity in the company, the company is very growth oriented (or else the investors would bail) so you have nowhere to go but up and it’s a very nimble and versatile work environment which can quickly react to change and make decisions.”*

Example #3: *“There is an old Chinese Proverb that says “The best time to plant a tree is twenty years ago. The second best time is today”. How does this apply to my call to you? Did you ever wish you could have gotten in on a ground floor opportunity like with Google when they were pre-IPO? Or how would you have liked to have been with Apple in the early 2000’s before the iEverything explosion? Those trees were planted 20 years ago. My client, (Company Name) is today’s tree. The world of mobile technology is certainly dominated by both Apple and Google, yet the demand for mobile ready applications is outpacing the growth of development. Where most companies fail is matching applications to platforms. (Company Name) built the platform which would host their applications, then designed the application to run on their own platform. Then they figured out how to integrate iPhone, Android, Windows Mobile and other smartphone technologies. This innovative technology is what today’s seedling looks like. Their story is still being written and you have a chance to be included in the byline. The benefit for you is that with (Company Name)’s size, you can grow roots across the entire organization, work side by side with the thought-leaders and grow up within the company as the company starts to mature as well.”*

Example #4: *“As you know, life is all about risk and reward. Careers are no different. (Company Name) is not for someone who needs a big team behind him in order to feel secure. This opportunity is only for someone who truly embodies an entrepreneurial spirit. (Company Name) allows you the freedom and flexibility to craft your professional legacy however you define it, while playing a fundamental role in the creation of their organizational legacy as well. This is the opportunity to leverage your professional experience thus far and instead of hoping that leadership will reward you with positive reviews and subjective bonuses, visualize instead a professional opportunity where your personal income is directly correlated to your knowledge, skills, and work ethic. (Company Name) still has a lot of hard work to do, which is why this is only a fit for someone who can take some calculated risk in return for possible significant financial upside potential. You need to help them build and grow – but they’ve already gotten started paving the way for your success.”*

SELLING AN ESTABLISHED COMPANY

Example #1: *“My client has been in business since 1957, five and a half decades, and has a proven track record of success with revenues of (\$ revenue amount) last year – which of course means a lot in this business where most public relations firms are in constant flux and volatile to merger. This gives you chance to elevate your marketability and brand just by having (Company Name) on your resume. If you were a professional football player, would you rather play for the Detroit Lions or the Dallas Cowboys? The Cowboys were just valued at \$2 billion dollars and are one of the most recognizable franchises in all of sports! In addition, (Company Name) can help your career blossom through taking advantage of their professional development curriculum for which they are well respected. They have a penchant of growing talent internally through their training programs and formal, structured environment.”*

Example #2: *“My client, (Company Name) is the leading provider of (Company product or service description) tailored to (Industries served) environments. Their main customers are (examples) but any company that (description of what their client's customers do) is a potential client. With over twenty years of experience, they have developed a reputation in the marketplace of having the best products and excellent service. What this provides for you is a well-oiled machine in terms of business processes and corporate structure. They are not subject to internal volatility as they have already worked out all of the kinks in their business. This gives you a very stable work environment where you can focus in on making contributions to the organization. Because of their stability you most likely don't have to worry about an acquisition and then having to face the uncertainty of the recent employment market.”*

Example #3: *“(Company Name), as you know, has been around since the early 1980's when the mobile telecommunications industry was just beginning to blossom. Because they've endured the economic cycles of the past three decades, have the financial resources available to keep moving forward and they've proven that they can survive varying economic conditions and they obviously have a quality product or they wouldn't still be around. Even though the industry may be facing challenges, (Company Name) has proven to be ahead of that curve repeatedly.”*

Example #4: *“Think of (Company Name) as being the gold star that your resume has been missing. With their reputation of grooming some of the top category brand managers in the industry, working for (Client Name) is the validation of your career that you are missing. If you were looking for an independent external auditor for your multi-billion dollar firm of company, would you rather work with someone from (ABC Company) or with PricewaterhouseCoopers, Ernst & Young, Deloitte or KPMG? Do you see my point?”*

Example #4: *“Legendary basketball coach John Wooden stated “It is what you learn after you know it all that counts.” Surrounding oneself with the right people is a significant contributor to professional growth and success for most any professional. In a pure people business like (Industry), it is crucial. (Company Name) provides you tremendous opportunity through daily interaction with a team that the CEO himself started two decades ago and whose leadership has a combined tenure of 30 years. Simply put, they have the most tenured and best practical business experience of any team in the (Industry). They are experts, and the chance to learn from this team will allow you to fine tune your (skill) techniques, improve your (responsibility) abilities, and surpass most other (role) at your level today.*

The bottom line is that (Company Name) is able to attract a higher caliber of talent as a result of their brand, network, and reputation, but that talent can produce at a higher level as a result of healthy internal competition and training. Great expectations breed great results, and this team embodies that to the fullest.”

SELLING A RAPIDLY GROWING COMPANY

Example #1: *“(Company Name) have been in business since (Year) and they work in a variety of market segments, including (list markets served). They’ve consistently increased revenues going from (Past \$ Revenue in Year) to (Current \$ Revenue in Year) over the past (# of) years by establishing relationships with some of the top (Client’s Industry) companies such as (Client Name), (Client Name), and (Client Name). As you can tell, they’ve easily cleared the initial hurdle of getting up and running, and the opportunity now is to establish the next generation of leaders in their organization.”*

Example #2: *“This is a very entrepreneurial environment with a lot of outgoing, type A personalities. It is a growing company, so you have a stellar opportunity for an accelerated career path with expanded responsibilities as new positions are created in what will be new business layers across the organization. You will only be limited by your own capabilities. It is not a politically charged environment at all, and you have direct access to the owners of the company, and they are the ones who decide if you eventually get ownership. They are not a volume driven company, but solidify repeat business with their clients – people choose to work with them, so you have better relationships with your clients.”*

Example #3: *“When a company is so committed to growth, like (Company Name), having a crystalline plan of how to get there - that is the right time for an above the cut salesperson to be a part of the organization because making sales is the #1 priority of a company which is committed to growth.”*

Example #4: *“(Company Name) is a firm that we have had the opportunity to partner with for several years; we started working with them in (year) and at that time they had (number of offices and number of sales reps). We have helped them grow from there to (number of offices and number of sales reps). (# of) years ago they implemented a plan that would take them from (\$ First Revenue Number to \$ Second Revenue Number) within (# of) years. They accomplished that goal.*

In late (Year), (Company Name) implemented a plan that would take them from (\$ Second Revenue Number) to (\$ Third Revenue Number) by (Year). That plan is on track. As a result of this growth and the fact that one of the previous AVP’s has been promoted to be the VP of group sales we need to add an AVP to the corporate team. As there is one AVP now that currently has more on his plate than can be handled, this is the opportunity for you to join the organization, influence the planned growth, learn the business and take advantage of the promotional opportunities which will happen as goals are met and the company continues to expand and need more leaders.”

Example #5: *“(Company Name) is ranked as the (Rank Number) largest (type of firm) as recently released by (Publication). Their capabilities cover the entire spectrum of (description of services). (Company Name) is growing rapidly having expanded to (# of) offices with over (\$ revenue amount) in total revenue. This is up from (Past \$ Revenue amount) back in (Year). This gives you an opportunity different than most situations; there is greater room for expanded responsibilities and the role you play and companies aren’t typically just trying to “fill a slot” with a person, but make strategic hires instead.”*

Example #6: *“Think back to when you were most fulfilled in your career – when I ask that of others, they typically reflect on a time when they were a part of a team that was completely unified together to achieve a common objective or goal. It was all-hands-on-deck and there was a feeling of pride and accomplishment in the difference they were making – not the job they were doing.*

This is where (Company Name) is right now. The entire organization is focused on achieving (launch, or revenue, or accomplishment). This is an early chapter in their development, but you can reclaim the feeling of authorship in your own career with (Company Name) and your peers are inspired, driven, and excited – which is contagious. Not only will you feel the impact at work, but it transcends into personal and family situations as well.”

SELLING A COMPANY WITH FLAT GROWTH

Example #1: *“If you are the kind of individual who is focused on quality instead of quantity, (Company Name) is marching to that same drum. The culture that they have created is of maintaining an incredibly profitable company with incredibly positive people. They rarely have turnover and they rarely lose a client. They are eager to bring someone in with new ideas and creative methodologies, because they recognize the need to stay competitive and want to make sure they are serving their clients in the best ways possible. But (Company Name) is not going to expose you to the volatile ups and downs due to management being pressured to triple revenues from one quarter to the next. You must be able to maintain strong relationships with your clients and serve them well – that is the bottom line expectation. If you can do that well, this is the most balanced and rewarding professional environments I’ve ever seen.”*

Example #2: *“(Company Name) is not a household name to most of us. They are a very stable and profitable company but they aren’t trying to dominate market share and they don’t have to worry about staying afloat. They are comfortable with who they are and what they do and because they don’t need to be the king of the hill. What makes this opportunity unique is the high retention rate and employees enjoying a much better quality of work/life balance.”*

Example #3: *“(Company Name) started in (Location) in (Year) and grew through acquisitions around the country. About 6 years ago (Company Name) decided to go public. At that time they relocated their headquarters to New York. They did well in the public world, but very quickly realized that their focus had dramatically changed. Their focus was now on shareholders, and the bottom line. As you know in the (Industry) business, this is not what the focus should be. They have now been given an opportunity to again focus on both employees and clients alike by going private once more. Obviously, the investors want to make money out of the deal at some point, so yes they will go public again or perhaps sell, but not for 7 or 8 years. The investors want (Company Name) to redesign themselves to become the kind of place that will experience true organic growth in the future. As you have seen, most of the large national companies grow through acquisition. (Company Name) would like to be in a position down the road where this is no longer as important.”*

Example #4: *“When working for a company with plateaued growth you know that they have gained enough market share to maintain a consistent level of business and aren’t subject to market fluctuations. As a result, you don’t have to worry about growth projections not being met which could lead to a decline in business and possible closure. The great thing about working for a company like this is that not being driven by volume of business usually equates to having more a family environment and being less overworked day to day.”*

SELLING A COMPANY IN DECLINE

Example #1: *“As you may know, (Company Name) has been slowing down over the past two years, and to people who don’t have an inside perspective, that may seem possibly concerning. However, what I have found through working with (Company Name) for the last (# of) years is that although on paper they have slowed down, they still maintain a very profitable business. Why this is important to you is that if their outlook wasn’t strong for the near future, they wouldn’t be hiring. Additionally, if you end up being the person who takes their profitable business and increases revenue significantly to make them even more profitable, then you’ve positioned yourself into a very lucrative position within the organization.”*

Example #2: *“The reason for these mergers is each organization had realized they had come to a point in their life cycle where it was time to take the game to the next level or get out. (Company Name) also realized that growing from (Recent \$ Revenue) to (Target \$ Revenue) was a major risk and major capital investment. They recognized each organization was in a similar predicament and decided, rather than build things separately, they would join forces to lower everyone’s risk plus gain larger cross selling opportunities, infrastructure and leadership. The last few years were spent investing in improved infrastructure to be prepared for taking on the predicted massive growth without losing control or lowering their standards. (Company Name) is now poised for major growth.”*

Example #3: *“As you know, most companies in the US have had to scale back on growth plans and special projects since the economy started to nose-dive in late 2008. So did (Company Name). Where some people view their recent performance as being in decline, what they don’t see or think of is that (Company Name) restructured recently to bring the focus back to their core areas. So when comparing (Company Name)’s decreases in performance to their competitors’ performance, (Company Name)’s decline is less than others. What this means to you is that (Company Name) is already ahead of their competition and will be that much further ahead and profitable as our economic situation continues to correct itself because of their recent refocusing of business.”*

SELLING A LARGE CITY

Example #1: *“Right now, you are in a smaller community, which I know is your comfort zone. I want to share with you an alternative perspective in terms of your career development. A large city provides access to more opportunities than a small city, because there are more people doing business, and there is a higher level of competition within larger cities for career opportunities for not only for you, but for your spouse as well. Making a calculated decision to spend a few years in a thriving metropolitan area may provide you with a competitive advantage that you will not be able to gain otherwise. In order for you to move into a leadership role in the long run, you are going to need to be exposed to responsibilities that you do not have now. It may be worth considering a short-term calculated move in service of you achieving a long-term professional advancement. Working within a large city organization will competitively position you as a frontrunner when you decide to move back to a smaller community.”*

Example #2: *“In 2010, Miami ranked seventh in the United States in terms of finance, commerce, culture, entertainment, fashion, education, and other sectors and continues to be a major center and a leader in finance, commerce, culture, media, entertainment, the arts, and international trade. Perhaps the biggest benefits to being in the Miami area are the unbelievably rich cultural diversity found throughout the city, the beautiful beaches and year-round good air quality, and if you are young, there’s a vibrant social scene, too.”*

Example #3: *“What stands out to me about (Milwaukee, in this example) is that there is a very high appreciation and regard for the types of family values you would see from TV shows in the 1950’s like “Leave it to Beaver” or “Father Knows Best”. Known for its brewing traditions, major new additions to the city include the Milwaukee Riverwalk, the Frontier Airlines Center, Miller Park, an internationally renowned addition to the Milwaukee Art Museum, and Pier Wisconsin, as well as major renovations to the U.S. Cellular Arena. In addition, many new skyscrapers, condos, lofts and apartments have been constructed in neighborhoods on and near the lakefront and riverbanks. If you like being outdoors year round, Milwaukee is bordered on the East by Lake Michigan providing a playground or all water sports regardless of the season and the state of Wisconsin provides more than 22,000 miles of interconnected snowmobile trails. With approximately 600,000 residents, Milwaukee provides many of the attractions and cultural and entertainment events you would find in larger cities minus the congestion and overcrowding.”*

Example #4: *“Many people wouldn’t guess that Phoenix is the 6th largest city in the US. Yes, the summers are hot, but the city does experience four seasons. The difference is that winter in Phoenix doesn’t include shoveling snow or chains on your tires. Evenings in the winter are cold enough to remind you of what your winters used to be like but not so cold that you are forced to spend the majority of your time inside. As you know, large cities come with more choices – not just restaurants and attractions, but housing choices, and future career choices for you and your spouse because of more people doing business in the area.”*

SELLING A SMALL CITY

Example #1: *“If you’ve ever thought about getting out of the rat race, this is the most picturesque community you could envision. Not only is the opportunity with (Company Name) itself phenomenal, but you will possibly question how you’ve lasted so long in (current big city). There is essentially zero crime, zero pollution, and zero traffic. Every house has a yard, the cost of living is significantly lower, and you can finally spread out because you can afford a larger piece of property. The school system is unparalleled, the high school football team is legendary, and I am not sure there is a better place that exists for you to raise a family.”*

Example #2: *“(Company Name) and (town) will allow you to, essentially, stop living life in your car. Everything you would want will be in this city but you will also have all of the outdoor activities that attract everyone that doesn’t live here to the Rockies...skiing, hunting, fishing, hiking, summertime activities, winter activities and festivals and more. What this means to a family is that you still have access to the same level of lifestyle and activities that you currently enjoy, but you benefit financially because of the lower cost of living that comes with living in a smaller city.”*

Example #3: *“Of course the company I’m referring to is (Company Name) and they are located in Wilmington, NC. As you know Wilmington is a small port city on the Atlantic Coast. Something you may not know about the state of North Carolina is the rich history of academics and quality of education which is accessible across the state. Wilmington is a college town (UNCW) and also supports multiple US Military bases. In Wilmington, you’d have the ability to benefit from the modern conveniences available in this up-and-coming city, but without any of the hassle you’d find in a major metropolis.”*