

The Selling Successfully Podcast

EPISODE: 04

Where do buyers
come from?



Top 5 Takeaways



Connections are key

We leverage our extensive network and our CRM database which has thousands of pre-qualified buyers.



Buyers fall into two buckets

Strategic: businesses focused on vertical + horizontal integration. Financial: private equity, family offices and venture capital firms that invest in privately held businesses.



Research reveals the best buyer

Our top 5 criteria: 1. Integrity 2. Responsiveness 3. Deal experience 4. Growth strategy 5. Post-acquisition alignment



Aspire to acquire

The current recessionary environment is causing buyers to rethink growth strategy, favouring acquisitions over organic expansion.



Perspective is everything

Despite representing the seller, we work closely with buyers for a 360° understanding of how to best package a deal that will be passed through credit and funded.