

The Selling Successfully Podcast

EPISODE: 06

Mastering Mergers: Acquisition Lessons Learned



Top 5 Takeaways



Choose risk over uncertainty

Risk has known probabilities and is manageable, while uncertainty lacks specific probabilities and is unpredictable.



Check in with your gut

To determine deal viability, buyers should ask: Do I trust my ability to understand the business and how it will continue to make money in the future?



Retain those rich in resources

Fit and relationship is the majority of a deal. This can be stopped in its tracks by a seller who is slow to disclose or withholds pertinent information altogether.



Demand a deal team

Solid deal teams on both sides will efficiently manage multiple work streams to close the transaction including financial due diligence, legal and insurance.



Closing is the start

For buyers, signing on the dotted line does not mark the end, but the beginning. Every decision made is with the next 5, 10 or 20 years in mind.