

Sell-side M&A

Building Credibility and Control in M&A Negotiations



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1. Credibility is Essential

Avoid bluffing and build trust. A credible seller attracts serious offers and avoids deal-killing skepticism.

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2. Set Clear Deadlines

Use deadlines to keep buyers on schedule.
This creates urgency without appearing eager.

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3. Introduce Competition Early

Don't wait to bring other buyers in. Let them know from the start this is a competitive process.

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Key Takeaway

By managing timelines and building credibility, you enhance leverage and control.

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