

Sell-side M&A

How to Win in M&A Buyer Meetings

- Tactics for getting information while building rapport



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1. Approach Each Buyer as 'The One'

Be warm, listen actively, and avoid over-disclosing. Take notes, ask questions, and stay humble.

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2. Gather Key Insights

Ask about the buyer's goals, how they plan to create value, and what their incentives are.

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3. Be the Silent Pro

Conceal your motivations. Don't mention personal pressures or a pressing need to sell.

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Closing Thoughts

Use buyer meetings to gather intel that could increase the deal's value without revealing too much.

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