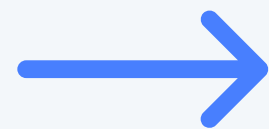


Sell-side M&A

Mastering M&A Leverage: Tips from an Investment Banker

- How to strategically control the negotiation process.



Presented by LockRoom



1. Leverage is Perception

Create the impression of strength by managing how buyers see you. Conceal weaknesses and project power.

Presented by lockroom.com





2. Key Leverage Factors

1. **Time:** Deadlines that impact the buyer, not you.
2. **Optionality:** More buyers = better terms.
3. **Desire/Disparity:** Who wants the deal more? The less eager party holds more power.

Presented by lockroom.com



3. Guarding Information

Conceal anything that reduces leverage (e.g., financial pressure) while uncovering the buyer's motivations (e.g., career stakes).

Presented by lockroom.com



Final Thoughts

Success in M&A requires intentional control over what you reveal and what you conceal.

Presented by lockroom.com



Visit lockroom.com
for more resources
like this.

Presented by LockRoom