

Preface

This Special Briefing distils nearly 40 years of my deal-making, both as a principal and a corporate finance adviser, to reveal the trade secrets which are rarely written about and to spell out the hard truths about the avoidable traps executives and professional advisers often fall into.

Group executives and business owners thinking about making an acquisition will gain invaluable insights into achieving the best possible deal, and ensuring effective post acquisition management from the outset. Equally, people contemplating a sale of a business will benefit from understanding the process from the acquirers standpoint, as well as their own.

Professional advisers are acutely aware of the effort needed to make a pitch to win an assignment, especially in a beauty parade, and their success rate may well be less than 25%. By a better understanding of what clients want from their advisers, and important details which lose assignments, the outcome will be a higher rate of winning assignments and more deals completed for their clients.

This Special Briefing is laced with proven tactical advice to ensure that deals are completed, because losing a deal by adopting the wrong tactics is unforgivable.

Although I am a qualified accountant, it is people handling skills rather than financial analysis which win or lose deals.

Yet again, Claire Sargent has made time to word process this manuscript whilst doing a demanding full-time job.

Barrie Pearson

REALIZATION

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