# Strategic Buyer Finder

For any listing: who would gain the most from owning this business, and why?

FREE WORKSHEET

**Listing:** _____

## 1. Map the candidates

| Type | Candidate | Synergy they'd capture | Fit (1-5) | Can pay (1-5) |
|---|---|---|---|---|
| **Competitor** | | | | |
| **Competitor** | | | | |
| **Supplier** | | | | |
| **Customer** | | | | |
| **Complementary business** | | | | |
| **Complementary business** | | | | |
| **Owner in your CRM** | | | | |
| **Other broker's buyer** | | | | |
| **Financial buyer** | | | | |
| **Other** | | | | |

## 2. Synergy prompts

- ☐ **Vertical:** who would make or supply what they sell?
- ☐ **Expansion:** who needs more capacity, space or staff?
- ☐ **Consolidation:** which competitor wants more customers?
- ☐ **New channels:** who could reach new customers through it?
- ☐ **Geography:** who wants a ready-made location here?

## 3. Confidentiality first

- ☐ Blind teaser: no name, no location detail
- ☐ Signed NDA before anything identifying
- ☐ Non-solicitation of staff and customers
- ☐ Financial summary before customer lists
- ☐ Customer, pricing and staff details last, if at all
- ☐ Qualify: proof of funds, real intent

## 4. Outreach scripts

**To an owner in a related business:** "Hi [name], it's [your name] with [firm]. I represent the owner of a [type of business] in [area] that could fit well with what you already do, for example [the synergy]. Would you like to see a summary? I'd just need you to sign an NDA first."

**To a past buyer in your CRM:** "You mentioned you were interested in adding [type of business]. A confidential listing just came up that may fit. Can I send you the teaser?"

> *"He has the money to invest, so it makes sense. Real synergy."*
> *Josh Factor, founder of Vertica CRM*

> *"I discovered a new group of buyers who are, I think, going to become the new moguls." Paul Tribble, business broker*

Tip: put strategic buyers alongside individual and financial buyers; competition is the best way to find a business's real price. Full article: "Unexpected Opportunities for Business Buyers" at businessbrokerscrm.com.