



**evolution complete business sales**

SELLING YOUR BUSINESS FOR ALL IT'S WORTH



**Helping you make a successful acquisition**

Making a strategic acquisition is a tried and tested way to grow a business. It can provide new or complementary products or services, access to a new geographical region or market segment or provide hard-to-hire skills that will enable your company to grow. Regardless of whether you're new to acquisitions, the process of finding, evaluating and negotiating a purchase is time consuming and mistakes are costly.

Despite the thousands of businesses available for acquisition, finding the right one that meets your specific criteria is a time and resource intensive process. Even for companies that have already identified one or more target businesses it takes considerable resources to approach, negotiate and successfully conclude a deal within the required time frame. Whatever your requirements we will work closely with you to address your key issues, providing a flexible and fully tailored service.

## Module I – Acquisition search and screening

---

Our Early Stage module encompasses initial research, telephone calling and target evaluation. It delivers a list of target companies from which you can short-list those with whom you wish to have an exploratory meeting.

Many successful owners want to sell their businesses but do not overtly market them for sale, for reasons of confidentiality. As experienced Mergers and Acquisition specialists we have a network of companies planning to exit their businesses enabling us to uncover those “hidden” targets as part of our initial research, giving you access to companies not on the open market. You will have a dedicated Team who, working to your agreed Target Profile, will carry out a programme of research followed by telephone interviews to identify and qualify suitable acquisition targets. Once concluded this module will deliver a carefully profiled initial target list.

Conducting exploratory discussions is a key part of the acquisition process, requiring a combination of commercial experience and excellent communication skills in order to arrive at a short-list of companies that would consider an approach. By outsourcing this part of the process you can achieve this more cost effectively.

From your agreed target list, a dedicated Account Team will call the owners of each selected company to assess whether or not they would consider an initial discussion and to dig deeper into the potential synergies that might result from an acquisition. We will facilitate meetings with your selected targets to explore the potential fit for the business, the target company's industry sector, products and services, its past financial performance, current forecasts and potential to deliver projected growth.

## Module II – Analysis and valuation

---

This module is ideal for acquirers who have identified the company that they wish to acquire. We will conduct a detailed business analysis, including financial health, financial history and growth potential, as well as its intangible assets (for example, brand and market position).

The results of this analysis will be delivered in a comprehensive Valuation Report summarising the target company's current value based on a number of factors including financial performance, key business drivers and market conditions. The aim of the report is to spot any underlying issues that may impact a future acquisition.

## Module III – Structure and negotiate transactions

---

We will facilitate negotiation meetings between you and your selected target company. Negotiation meetings can be very emotionally charged, especially for the seller. Each party is dealing from a different perspective and usually the one who is best prepared will have the most leverage in a negotiation meeting. The seller will have one opinion as to the company's value and the desired deal structure but our role is to establish a fair price and a deal structure that meets your requirements.

Having an experienced adviser with you to handle these issues and any other problems that arise helps both parties to stay focused on the ultimate goal. Once a deal has been agreed, we will negotiate a period of exclusivity on your behalf and prepare Heads of Terms. You will then be ready to instruct your legal and financial advisers in due diligence. By this time much of the documentation they will need will be with you, which should reduce your costs.

## Conclusion

---

The Evolution CBS team has considerable experience in Mergers and Acquisitions. We work with many private business owners across a range of sectors, many of whom are already planning an exit. We work closely with Private Equity companies, Angel Investors and Corporate Finance firms who are looking for acquirers for their clients' businesses.

We also have a large number of companies looking to divest divisions that are no longer core to their business. Whatever your requirements you can be certain of a first-class, personal service delivered by an experienced, director-led team.

## About Evolution CBS

---

Evolution CBS provides services to shareholders and business owners that increase value through business growth, acquisitions and disposals.

Our team has been providing advisory services for more than 20 years and has worked with thousands of business owners and shareholders over that time. Our suite of services helps business owners at every stage of their journey to a successful exit.

### Business Sales

Fit4 Sale is a comprehensive service that helps you sell your business for its maximum value.

---

### Business Acquisitions

Our modular suite of Acquisition Services will help you to make a successful business purchase.

---

### Business Growth

Fit4 Growth is a structured growth-to-exit programme that improves saleability and exit value.

## What our Clients say about us:

---

*"Evolution helped us see the human side of the transaction. They were extremely helpful in helping progress in this strategic cross-border transaction."*

**(Greif UK)**

*"...an enviable breadth of commercial skills and experience and an often disarming approach to situations, making your company highly effective. This, coupled with innovative thinking and great problem solving skills, has made your business a 'must have' solution."*

**(Commercial Director of an IT Group)**

*"...came across that we were dealing with a team who knew their profession well, and could explain it in a very informal and comfortable way."*

**(Director of an Interior Design Company)**

### Evolution Complete Business Sales Ltd

Asmec Centre, Merlin House, Brunel Way, Theale, Berks, RG7 4AB

+44 (0) 118 959 8224 | [info@evolutioncbs.co.uk](mailto:info@evolutioncbs.co.uk) | [www.evolutioncbs.co.uk](http://www.evolutioncbs.co.uk)

