MERGER AND ACQUISITION PLAYBOOK

1. DETECT

Accountable : CSM
Informed : Sales

Detecting an M&A event early is to your ability to produce the most successful outcome for your subscription
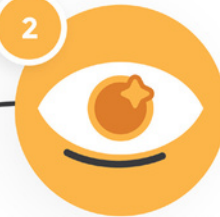
Detect an M&A early using these tools

- Sign up for 'Google News' alerts
- Follow your customer's company page on Linkedin
- Setup a stock alert on Seeking ALPHA
- Set up alerts on CrunchBase Pro
- Subscribe to Globes newsletter

2. DISCOVERY

Accountable: CSM
Informed: Sales, Product, Executive Team

Once the M&A event is confirmed, your CSM should conduct thorough due diligence to understand the situation better and determine the next steps

Strategy

Every M&A is different, and not all are worth 'saving'. Depending on the merger's goal, you may wish to help your key stakeholders find a new job and bring your software to their new venture, work towards saving the subscription, or meet with the parent company to pursue expansion to their entire portfolio of companies.

Research the following:

- Who is the acquiring company?
- Why did they merge?

Tech Requirements

If you determined that the situation warrants a 'save' or an 'expansion' play - begin researching possible technical preferences or business requirements before meeting with the customer to ensure you are prepared to address any potential objections or barriers:

People

One of the key aspects in saving an account after a merger is identifying the people you need to work with and getting a better understanding of who at your company might already have a trusted advisor relationship with key stakeholders at the merged or parent company.

Research the following:

- Who are the executives at the acquiring company who might impact a decision to retain your software or include it in their recommended tech stack for their entire portfolio - ask your current stakeholders and search on ZoomInfo.
- What software tools do they mention on their blogs or previously recorded webinars?
- Explore all relevant LinkedIn connections. Ask your executive team to do the same.
- If possible, ask the merged team for introductions to the decision-makers at the acquiring company.

Research the following:

- What might be their Data Integration needs
- What do their executives write on blogs and or say in webinars about their current tech stack
- What other companies did the acquiring company merged with the past? Map out their current tech tack using: Stackshare.com ZoomInfo.com

3. ADVISE

Accountable: Sales
Collaborated with: CSM

When your due diligence is complete, it's time to approach the merged and acquiring company with the appropriate next steps.

- Before asking for anything, show empathy to the acquired team -ask: "How can I help?"
- Explore sentiment for retaining your software with the acquired team
- Confirm your assumptions related to current and future challenges
- Leverage your existing executive team and other internal stakeholders to connect with key decision-makers at the acquiring company
- Meet with the decision-maker to demonstrate benefits in keeping your solution in place and explore expansion opportunities, if relevant