PREVAIL
TRANSACTION PARTNERS

FOR PROFESSIONAL ADVISORS

Referral Introduction Script

Language for introducing Prevail to a client who is ready to sell — phone, in person, and the objections that come up in both.

How to use this

Everything in the shaded blocks is written to be said out loud. It is deliberately plain — no jargon, no pitch cadence — because the moment you sound like you are reading a script, the client hears a referral fee.

Take the language, then say it your way. What matters is the structure underneath it, and one idea in particular: competition is what moves price. Everything else in this document is in service of getting that across.

THE POSITIONING THAT MAKES THIS WORK

You are the exit planning advisor — you helped the client get ready. Prevail is the execution specialist who takes the business to market. Framed that way, the referral is the next step in work you already did together, not a handoff to a stranger.

ADVISOR NOTE

Two things to get right before you make the call. First, the client should already be at the point of wanting to move — this language does not work on someone still deciding whether to sell. Second, be honest about your own experience with Prevail: an advisor who says “I've referred other clients” when they haven't is one question away from an awkward moment. Alternate wording for a first referral is included in Section 1.

SECTION 01

The phone call

WHEN TO USE

The client has decided to pursue a sale and needs someone to actually execute it.

Opening

SAY IT LIKE THIS

“Hi [Client Name], thanks for taking my call. I wanted to follow up on our conversation about moving forward with selling the business. Now that we've worked through the planning and preparation, I think you're in a strong position. The next step is executing the sale in a way that gets you the most for it.”

Making the introduction

SAY IT LIKE THIS

“I work with a firm called Prevail Transaction Partners who specialize in selling businesses like yours. What sets them apart is the approach — they don't just list a business and wait. They position it strategically, market it professionally to qualified buyers, and create competition. That competition is what drives the price.”

Establishing credibility

Use whichever of these is true for you. The second version is for a first referral — it is more honest and it works just as well.

IF YOU HAVE REFERRED BEFORE

"I've referred other clients to them and the results speak for themselves. They reach a deep pool of qualified buyers — strategic acquirers, private equity, family offices — and they know how to run a process that puts multiple offers on the table."

IF THIS IS YOUR FIRST REFERRAL

"I've gotten to know their work and their process closely, which is why I'm comfortable putting your name in front of them. They reach a pool of buyers most owners never see on their own — strategic acquirers, private equity, family offices — and they run a process designed to produce more than one offer."

The ask

SAY IT LIKE THIS

"I'd like to introduce you so you can hear about their process and what taking the business to market would actually look like. They'll walk you through how they'd position it, who they'd target, and the timeline. It's worth the conversation now that you're ready to move."

Closing

SAY IT LIKE THIS

"Great — I'll make the introduction by email so you two can connect. I think you'll be impressed by how they approach this. The goal is getting you the best outcome, and I'm confident they're the right partner for it."

SECTION 02

The in-person version

WHEN TO USE

A face-to-face meeting where there's room to explain why the process matters, not just who to call.

Opening

SAY IT LIKE THIS

"Now that we've done the planning work and you're ready to sell, let's talk about execution. How you go to market, who you target, how the business is positioned, and whether buyers are competing — that's what determines what you actually walk away with."

Why execution matters

SAY IT LIKE THIS

"Most owners only sell once, so they don't know what they don't know. The difference between a mediocre process and a well-run one can be substantial on a transaction this size. You've spent years building this. The last thing you want is to leave money on the table because the sale wasn't handled properly."

Introducing Prevail

SAY IT LIKE THIS

"I work with a firm called Prevail Transaction Partners who specialize in the execution side. They're not brokers who list a business and wait for calls. They run a professional, deliberate process — positioning the business to show its strengths, marketing it confidentially to the right buyers, and creating competition among them."

What sets them apart

If the client wants specifics, these are the four points worth making — in this order, because the last one is the one that matters.

01 **Strategic positioning** — presenting the business in its best light, which is a story about why it's a valuable opportunity, not just a set of numbers

02 **Professional marketing** — high-quality materials and multiple confidential channels to reach buyers

03 **A qualified buyer network** — existing relationships with strategic buyers, private equity, and family offices — people who are actively looking

04 **A competitive process** — multiple qualified buyers at the table at once. When a buyer knows they are not the only option, the price moves

The value proposition

SAY IT LIKE THIS

"Think about it this way. If you negotiate with one buyer, you're at their mercy — they control price, terms, and timeline. If you have three or four serious buyers competing, you're the one in control. That's what Prevail creates."

Making the introduction

SAY IT LIKE THIS

"I'd like to introduce you so you can hear it directly from them — how they'd position your business, who they'd approach, what the timeline looks like, and how they build that competitive dynamic. It's worth understanding what a professional process looks like for a transaction this size."

SECTION 03

Three situations that need different language

The client already has one interested buyer

This is the highest-stakes version of the conversation and the one most likely to cost the client real money if you get it wrong.

SAY IT LIKE THIS

"I know you have someone interested, which is good news. But here's my concern: negotiating with a single buyer means you have no leverage. They know they're your only option, so they set the price and the terms. Before you commit, it's worth finding out whether other qualified buyers exist. If they don't, you still have your original offer. If they do, you now have competition."

ADVISOR NOTE

This is the single most valuable moment for a referral, and the one owners most often decline. The framing that works is low-risk: testing the market costs them the original offer only if that buyer walks, which a serious buyer rarely does. Say that explicitly if they hesitate.

The client wants to move quickly

SAY IT LIKE THIS

"I understand wanting to move fast, and that's workable. But moving quickly doesn't mean skipping the process. Prevail can run an efficient one and compress the timeline. What you don't want is to rush into the first offer and realize six months later what you left behind. A few extra weeks to create competition is usually worth it."

The client is worried about confidentiality

SAY IT LIKE THIS

"That's a legitimate concern, and it's one of the reasons I'm recommending them. They approach buyers confidentially, use NDAs before anything meaningful is shared, and control the flow of information carefully. Protecting confidentiality — for your employees, your customers, and your position in the market — is part of what they do."

SECTION 04

Objections

Four come up repeatedly. The responses below are written to be said, not recited — the underlying logic is what matters.

IF THEY SAY

"I already have a buyer interested — why do I need this?"

> YOUR RESPONSE
>
> "That's great, but here's the risk. When you negotiate with one buyer, you have no leverage — they know you're not shopping, so they control price and terms. Even if the offer looks fair, you have no way to know what you're leaving on the table without testing the market. Prevail can quietly approach other qualified buyers. If nobody bites, you still have your original offer. If they do, you now have competition."

IF THEY SAY

"This seems expensive. Can't I do this myself, or use something cheaper?"

> YOUR RESPONSE
>
> "You could. But the gap between a well-run M&A process and a mediocre one usually shows up in the sale price, and on a transaction this size that gap is measured in hundreds of thousands of dollars — well beyond what the process costs. This is the largest financial transaction of your life. Saving on fees and losing more on price isn't a trade that works out."

IF THEY SAY

"I'm worried about confidentiality. I don't want everyone knowing my business is for sale."

YOUR RESPONSE

"That's exactly why you want professionals handling it. They approach qualified buyers confidentially, require NDAs before sharing anything meaningful, and control the process carefully. Marketing a business without compromising confidentiality is a skill. Doing it yourself is where confidentiality usually breaks."

IF THEY SAY

"How long will this take? I need to close quickly."

YOUR RESPONSE

"They can run an efficient process and compress the timeline when it's needed. But taking an extra month or so to create competition is almost always worth it. Rushing to the first buyer may close faster and cost you more than the time was worth. They'll work with your timeline and be straight with you about what's realistic."

On fees, if it comes up

Do not guess at numbers. Prevail's structure varies by engagement — there is a modest fee up front, reflecting the work done to position and market the business, with the majority tied to a successful outcome. The accurate answer is that it depends on the business, and that they will explain it plainly on the first call.

SECTION 05

After the conversation

STEP 1 — SEND A SUMMARY WITHIN 24 HOURS

SUBJECT

Following up on our conversation

[Client Name],

Great talking with you today about moving forward with the sale. As I mentioned, I think Prevail Transaction Partners would be the right partner for executing it — strategic positioning, professional marketing, and creating competition among buyers is what drives the outcome.

Let me know if you'd like me to make the introduction. I think you'll be impressed with how they work.

Best,
[Your Name]

STEP 2 — MAKE A WARM INTRODUCTION

Copy both parties. Give Prevail enough context to prepare, and give the client a reason to take the call.

SUBJECT

Introduction: [Client Name] / Prevail Transaction Partners

[Client Name], [Prevail Contact],

I'd like to introduce you both.

[Client Name] is a business owner I've worked with for [X years] and has built an impressive [industry] business generating [revenue range]. They're ready to explore a sale and want to maximize value through a competitive process.

> [Prevail Contact] specializes in exactly that — positioning businesses strategically, reaching qualified buyers confidentially, and creating the competitive dynamic that moves price.
>
> I'll let you take it from here.
>
> Thanks,
> [Your Name]

STEP 3 — CHECK IN A FEW DAYS LATER

> [Client Name],
>
> Wanted to check in and see how the conversation with Prevail went. Did their process and approach line up with what you're looking for?
>
> Let me know if there's anything else I can do to support you as you move forward.
>
> [Your Name]

SECTION 06

What makes a referral land

- ✓ **Stay the exit planning expert** — you prepared them; Prevail executes. That division is what makes the referral credible rather than a handoff
- ✓ **Lead with the outcome** — price and terms. Fees, timelines, and process are secondary and should stay that way in the conversation
- ✓ **Make competition the centerpiece** — it is the one idea that reliably changes an owner's mind, and the one most of them have never considered
- ✓ **Use real examples where you have them** — with permission. A specific story beats any general claim about process
- ✓ **Take cost concerns head-on** — do not deflect. Frame the fee against the price difference a competitive process produces
- ✓ **Stay involved after the handoff** — your client should never feel passed along. Check in through the process

- ✕ **Don't oversell the relationship** — if this is your first referral, say so. It costs you nothing and protects your credibility
- ✕ **Don't quote fees or multiples** — you will be held to numbers you did not set. Point them to the first call instead
- ✕ **Don't push a client who isn't ready** — this language works on an owner who has decided to sell. On anyone else it reads as pressure

Your role is to prepare the client for a good outcome. Prevail's role is to execute one. When the referral is framed as the natural next step in work you already did together, clients see it that way too.

Making the introduction

When you have a client who is ready, the easiest path is a short email with both parties copied. There is no formal referral process to navigate and no paperwork on your end. If you would rather talk it through first, call before you introduce anyone — that is often the more useful sequence.

PREVAIL
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