

An \$8M company sold at 4x EBITDA. Sourced from a cold email.

No banker

No auction

No bidding war

77,005

owners approached

318

seller conversations

1

deal closed

How it got sourced →



Mark Sargent

Account Executive, Beanstalk

THE PROBLEM

By the time a deal reaches a banker, **it's an auction.**

1 10 to 12 buyers competing for the same company

2 Multiples driven up before you get a call

3 No intent data, no trigger, no public signal that an owner wants out

The goal: reach owners
before any process starts.



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Account Executive, Beanstalk

Thesis fit before **contact count.**

- 1 Removed real estate, investment firms and pre-revenue businesses
- 2 Revenue and headcount as EBITDA proxies
- 3 Owners, CEOs, founders and principals only
- 4 Invalid and catch-all emails removed before send

Every contact was a **viable acquisition.**



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Account Executive, Beanstalk

One honest question.

- 1 Asked about exit interest and named what the business actually does
- 2 Subject lines and body copy rotated so no version looked like a template
- 3 Scaled Mail across multiple domains and providers, low volume per inbox
- 4 Open tracking off

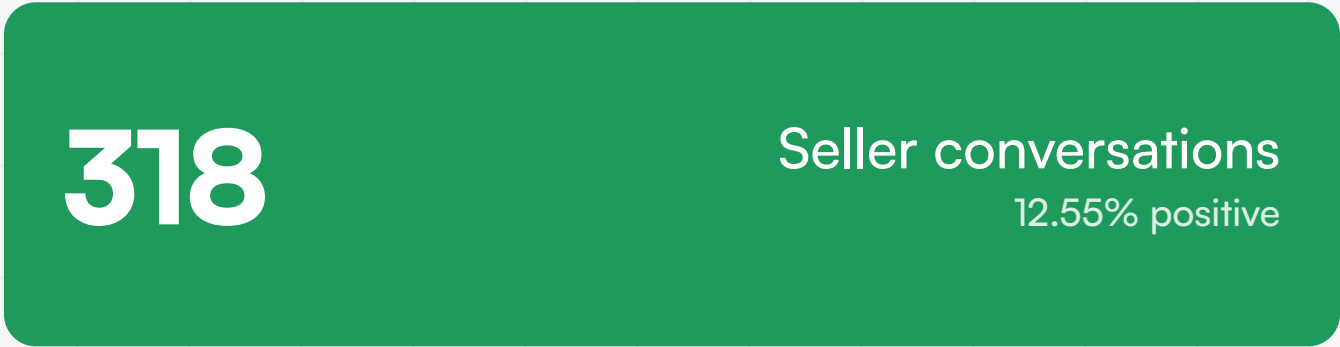
~1% bounce rate
across 203,899 sends.



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Account Executive, Beanstalk

318 conversations.
1 deal.



4 months from first conversation to close.



“

Key is how Beanstalk is able to specifically state what the business does in his outreach.

Dave Marx, Founder, Front Runner Consulting

\$8M

revenue

4x

EBITDA

0

bankers involved

On the buy side? How many of last year's deals came from outside a banker-led process?



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