

Getting to speak to senior executives of target companies can be tough, but by following these guidelines you'll be welcomed with open arms and can pitch both your consulting and your pitch to buy the company.

1. Target 5-10 (keeping growing this list till you get to 50) companies that fit your ideal target profile. On a macro level this means things like industry, size, and geography. Other considerations may include current system in place, corporate culture, industry trends and industry position. If you cannot find enough targets, you need to expand the number of segments and your networking.

2. Conduct brief research on all companies on your list. This includes a website review, reading of goals/objectives, key initiatives, any news from past 12 months, markets, primary offerings, info on the executives, competitors and financial trends. If this info is not available you can find it via your network using LinkedIn.

3. After reading it all, search for the alignment between your consulting offering/wanting to do a buyout and the targeted companies. Determine the value proposition you can bring to the prospect. Ask yourself what business results this targeted firm will get from using your offering. What are the benefits of selling the company to you? Executives could care less about your products or services. All they want to know is how it contributes to their desired business outcomes. Most of your key messages to targets for consulting can be taken from the website <http://www.midasnation.com/>

4. Prepare a loose script for making an executive-level call. Be prepared for voicemail, actually reaching a live body or talking to the executive's administrative assistant. In your script make sure you state that you've conducted significant research on their company and would like to share an idea about how they can (insert customer goal/objective). Then ask for a brief meeting to share the concept. It will take 5-11 phone messages + you need to send an email to get a meeting/phone call back. Every message you leave MUST be followed up with an email to the executive with your key messages.

5. When calling an executive - make sure you get the administrative assistant's name. After you've tried several times to reach him/her - enlist the assistant's help in setting a meeting. Make sure you get his/her email address from the assistant.

6. When you have the phone meeting with the executive, be prepared to share your idea. Do NOT talk about your products or service or this whole exercise is a waste of time. Talk about how you can help their business be more profitable, get a jump on competitors, reduce costs, maximize use of existing technologies, drive sales through the channel - or whatever other business result you can deliver. Talk about the benefits of selling the company to you and how you are expected to get a 30% IRR and the can get a second bite at the apple by leaving some money in the deals.

But you'll never get there unless you target appropriate accounts, invest time researching them, and develop a strong value proposition. Then you need to package this into a concise and compelling message that aligns their business needs with your company's capabilities.

In truth, it's not hard to get in to see senior executives if you do your homework