

Acquiring a Business? You Need to Assemble a Team With These 5 Roles to Make It a Success.



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Acquiring a business is no small feat. The complexity and scale of the process necessitate a deep understanding of various domains, from financial analysis to operational management. You're not just buying assets; you're inheriting a legacy, a brand, an employee base and an entire ecosystem that needs to be meticulously managed and integrated.

Success hinges on assembling a team of skilled professionals who bring diverse competencies to the table, ensuring every facet of the business is thoroughly examined and seamlessly

incorporated into your vision.

Each role is designed to cover critical areas of the business, addressing challenges specific to different core industries. Whether you're venturing into technology, manufacturing, healthcare or any other sector, these key positions will help you navigate the complexities and unlock the full potential of your new venture.

Here are the five positions that are indispensable for a successful acquisition and smooth integration.

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1. Business Development Strategist

Role overview:

A Business Development Strategist is instrumental in identifying growth opportunities and creating strategic plans. Their responsibilities include market analysis, partnerships, risk mitigation and strategic planning.

Real-world example:

When Amazon acquired Whole Foods in 2017, the Business Development Strategist team played a critical role. They identified potential synergies between Amazon's technology and Whole Foods' physical stores, leading to innovations like cashier-less checkouts and improved supply chain efficiencies.

How they work with other roles:

With Financial Analysts: Collaborate to align strategic plans with financial forecasts and valuations.

With Sales Leaders: Share market insights to refine sales strategies and set realistic targets.

With Industry Specialists: Use regulatory and market

intelligence to craft informed growth strategies.

2. Financial Analyst

Role overview:

A Financial Analyst provides essential insights into the financial health of the business through financial modeling, valuation, due diligence, performance analysis and strategic financial planning.

Real-world example:

During the acquisition of LinkedIn by Microsoft, Financial Analysts conducted detailed due diligence, including discounted cash flow (DCF) analysis and comparable company analysis, to justify the \$26.2 billion price tag and forecast future performance.

How they work with other roles:

With Business Development Strategists: Provide financial data to support strategic growth plans and risk assessments.

With Sales Leaders: Analyze sales data to gauge the financial impact of proposed sales strategies.

With Operations Managers: Monitor financial performance metrics to identify cost-saving opportunities in operations.

3. Sales Leader

Role overview:

A Sales Leader drives revenue and scales the business through strategy development, team management, customer insights, data-driven decision-making and cross-departmental collaboration.

Real-world example:

When Salesforce acquired Slack, the Sales Leader's role was pivotal in integrating Slack's sales processes with Salesforce's, developing a unified sales strategy to maximize cross-sell opportunities and drive adoption of Slack's platform within Salesforce's existing customer base.

How they work with other roles:

With Business Development Strategists: Align sales goals with strategic growth opportunities.

With Financial Analysts: Use financial metrics to refine sales strategies and measure effectiveness.

With Industry Specialists: Leverage industry insights to tailor sales approaches and enhance customer engagement.

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4. Industry Specialist

Role overview:

An Industry Specialist brings deep sector-specific knowledge, covering regulatory compliance, innovation, networking, market intelligence and training.

Real-world example:

In the acquisition of EMI Music by Universal Music Group, Industry Specialists ensured compliance with complex music industry regulations and helped integrate EMI's diverse catalog into Universal's operations, while fostering relationships with key stakeholders in the music industry.

How they work with other roles:

With Financial Analysts: Provide industry-specific data to enhance financial modeling and valuation.

With Sales Leaders: Offer insights into industry trends and customer preferences to inform sales strategies.

With Operations Managers: Ensure operational processes align with industry standards and innovations.

5. Operations Manager

Role overview:

An Operations Manager ensures smooth day-to-day operations, focusing on process optimization, supply chain management and quality control.

Real-world example:

When Walmart acquired Jet.com, Operations Managers streamlined Jet's supply chain processes and integrated Walmart's logistics infrastructure, leading to improved efficiency and cost reductions.

How they work with other roles:

With Business Development Strategists: Implement strategic plans by optimizing operational processes.

With Financial Analysts: Manage operational costs and identify cost-saving initiatives to improve financial performance.

With Sales Leaders: Ensure operational capabilities align with sales goals and customer expectations.

Related: [Buying a Business? Make Sure It Checks The Boxes On This Checklist Before You Pull The Trigger.](#)

Assembling a team with these specialized roles – Business Development Strategist, Financial Analyst, Sales Leader,

Industry Specialist, and Operations Manager – can transform the daunting task of acquiring a billion-dollar business into a well-managed and successful venture.

Each role not only brings essential skills but also works synergistically with others to ensure every facet of the business is expertly handled. By integrating these roles effectively, you position your acquisition for long-term success and sustained growth.

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