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### **Product or Price: Which is More Important?**

In the December 17, 2014 edition of Harvard Business School's *Working Knowledge* <http://hbswk.hbs.edu/item/7651.html>, Carmen Nobel contributed an article entitled "How Our Brain Determines if the Product is Worth the Price." Early in the article the author writes "By the time you decided to buy a product, you knew both what you were buying and how much it cost."

Depending on a number of variables that are unique to each individual and his/her circumstances, the decision to purchase a product could be determined by whether you saw the price or the product first. Rather than debate how decisions are reached, let's apply the Product or Price theory to membership in The M&A Source.

**Product:** [The M&A Source](#) was established in 1992 to address the challenges faced by merger and acquisition professionals. This international organization currently has more than 300 M&A dealmakers including intermediaries, investment bankers, attorneys, accountants, financial planners and others involved in the M&A process.

The M&A Source is organized and operated to promote members' professional development to better serve their clients' needs, and to maximize public awareness of services performed by intermediaries and ancillary advisors who facilitate solutions available for lower middle market merger and acquisition transactions.

**Price:**

Individual Membership \$520

Corporate Membership \$795 for lead member

\$295 for each additional Corporate Member associate

As a typical shopper, you might have picked the M&A Source box off the shelf and read the label (see Product) and compared that information to the Price. Armed with that brief bit of information, what is your reaction? Well, that depends on your situation.

**Example 1:** Let's assume that you're new to the deal-making profession and you need to learn the requisite skills needed for success. For purposes of this example, let's define success as being able to complete a buy/sell transaction and collect a fee. In your case, you may very well determine that joining The M&A Source is a well-reasoned investment in your career.

**Example 2:** Let's assume that you've been actively involved as a lower middle market dealmaker and you haven't been convinced that M&A Source membership is worth the annual investment. Pardon the sales talk, but maybe you need more information or an incentive to join.

For the moment let's cast aside the fact that The M&A Source offers two conferences each year dedicated to professional improvement, networking events, workshops featuring subject matter experts, and education courses developed and taught by seasoned dealmakers. Instead, let's take a look at some other inducements that could prove to be very beneficial to your livelihood.

**Industry Reports:** When you're pursuing a new sell-side client, you could help your cause by learning about that client's industry. M&A Source members have free and complete full access to First Research industry profiles covering over 1,000 industry segments. Updated on a monthly basis, First Research industry profiles contain critical analysis, statistics and forecasts to help you engage key prospects, coach key clients, and deepen customer relationships.

A single report is normally \$139, but for M&A Source members, all reports are **FREE**. This means if you utilize just four reports in a year, you have already more than offset the cost of your membership!

**Buyer Identification & CRM:** Would your practice benefit by having access to a complete deal flow management solution for middle market M&A firms? M&A Source members have free access to peiServices' comprehensive Research Database of private equity firms (fully searchable by acquisition criteria, industries of investment interests, portfolio companies & key executives), mezzanine investors, hedge funds, small business investment companies, valuation firms, investment banks, senior lenders, institutional real estate investors and public companies.

The comprehensive Research Database is updated frequently (approximately every seventeen days) and consists of information on more than 2,700 Private Equity firms, almost 62,000 portfolio companies and over 29,000 executives.

Members also get an integrated CRM to organize, journal and record all interactions with their contacts and a Project Tracking tool specifically design for M&A deal flow. The non-member rate for this peiServices benefit is \$1,320 annually, but it's **FREE** for M&A Source members.

Our members also receive significant discounts on other tools of the trade, including Citrix ShareFile, GoToMeeting & GoToWebinar, Hoovers, MoneySoft, CapTarget, Avention, and Pratt's Stats. If you're one of those "buyers" who consider price first, and if you were to avail yourself of all of the benefits our members are entitled to, and then you compared the costs of the non-member rates (\$3,087) for those same benefits, you might start to think that membership dues of only \$520 (individual member rate) and the return on investment of almost 6 to 1 is quite the bargain.

If you're one of those "buyers" who consider the product first, just ask yourself "Do I like what I see in The M&A Source?"

For many buyers, the choice could be described as emotional (do I like the product?) versus utilitarian (is it worth the price?). Both methods are valid and neither is preferential to the other. Each is a matter that is unique to the buyer.

Regardless of the type of buyer you are, and regardless of whether you are a non-member trying to decide if you should join us, I hope this article (sales pitch) has presented enough relevant information to convince you that The M&A Source is a worthy investment.

Click [here](#) to learn more about our Member benefits.

Click [here](#) to learn more about joining The M&A Source.

I hope to see all of you at the 46th M&A Source Fall Conference & Dealmakers Expo. Registration is open! Click [here](#) to learn more.



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