

AUTOMATING DEAL FLOW WITH CRM

Neri Capital Partners

An Investment Bank and Advisory Firm

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Securing Quality Deal Flow for Private Equity is a Big Challenge.

Deal origination and realization under the mandate in your charter does not come easily. This is driven by disjointed software systems, disorganization, and difficulty connecting in a dialogue characterized by mutual trust with lower middle market / micro-cap business owners.

Neri Capital Partners has a proven process to share with you that will create a steady stream of Deal Flow Origination.

We call it QDF (Quality Deal Flow) through Automated CRM.

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QDF through CRM Benefits PE Firms and Corporations to fulfill their buy-side mandates. Neri Capital's QDF through CRM benefits Clients...

- Saving countless hours and resources by pursuing only acquisitions that have been vetted and pre-screened by Neri Capital;
- Having an exclusive negotiating position with the Seller since Neri Capital will present you companies that are not on the public market;
- Reviewing executive summaries (prepared by Neri Capital) that give you go / no go information regarding an acquisition target;
- Having an experienced transaction Advisor educating and preparing the Seller for the transaction process;
- Coordinating the delivery of requested due diligence documents in a timely manner and keeping the Seller focused on closing;
- Quickly developing a trust relationship with Sellers since Neri Capital Principals are also entrepreneurs that have owned their own business.

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Neri Capital's proven process dramatically improves deal origination.
Neri Capital QDF to CRM Initiates, Manages and Saves Deals!



**Manage
Contacts**



**Automate
Marketing**



**View
Reports**



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Campaign Builder in QDF outlines what happens under each concurrent scenario and records each step. QDF follows a three-step process that ensures a robust pipeline of investment opportunities.

Client Defines Search Criteria

- Market sector (NACIS Code(s))
- Geographical preference
- Revenue range
- EBITDA range
- Preferred deal structure
- Preferred owners responsibilities – post-closing

Select Data Bases for Investment Identification

Contact List Developed by Neri and Approved by Client

Company	City	Owner's Name
Accutech Machine, Inc.	dspolund@accutechmachine.net	Dave Spolund
American Tool & Die Inc.	brian.palmeri@atd1.net	Brian A. Palmeri
Byars Machine Company, Inc.	ledga@byarsmachine.com	Larry Edge
Byrtch Machine Works Inc.	rbvrd@byrtch.com	Robby Byrd
Consolidated Southern Industries	hughburgess@consolidatedsouthern.com	Hugh Burgess
KMS, Inc.	etownsend@kmsfab.com	Ed Townsend
Lollis Metal Inc.	sales@lollismetals.com	
Metalwork Inc.		

Companies with Pre-Existing Client Relationship Removed

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QDF Marketing begins with a 360° marketing Plan that is integrated into Neri Capital's Automated CRM platform.

Neri Creates a Multi-Faceted Marketing Plan

- One-page marketing brochure introducing Client
 - Direct Mail Personalized Opportunity Introduction
 - E-Mail Campaign - Initial through each stage of deal
 - Web Campaign to raise Opportunity Awareness
- *Plan Subject to Client Approval



QDF to CRM set up (i.e. infusionsoft, salesforce)

- Contacts imported into CRM
- Scenario set-up to automate responses to...
 - ✓ Direct Mail
 - ✓ E-Mail
 - ✓ Web
 - ✓ Interest expressed



Roll-out Multi-Faceted Marketing Plan

- Direct Mail automated fulfillment with personalized introductory letter and brochure
- E-mail distributed through pro-service html (i.e. Constant Contact)
- Web presence live on Nericap and LinkedIn

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With a 360° Marketing Plan, interest will be expressed through a number of channels. QDF is ready to respond each step of the way.



*Individualized
approach on the Path
to a Transaction!*



Expressed Interest on Phone

Follow-up appointment set

Opportunity Interview

Ready let's go

Quantitative/Qualitative
Questionnaire Sent

Expressed Interest on Email

Automated appointment set

Opportunity Interview

Give me a week to think

Auto email w/ next week F/U

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When interest is expressed and quantitative and qualitative information is collected, Neri Capital prepares an Executive Summary for client review.

*Opportunity overview on
the Path to a Transaction!*



- Past five years financial reports
- Two forward years of Income Statements
- Contractual back log / purchase orders
- Marketing strategies
- Top five customers as a % of revenue
- Annual Capex
- Asset Utilization
- Market & Products
- Management Team Bio's
- Other Info requested by clients

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QDF has now delivered all of the essential initial information needed to make a decision to pass or proceed. With the green light...

Neri QDF will provide the following services to ensure Deals Close!

- Introduce Client via Conference calls, coordinated by Neri Capital
- On-site meeting coordination
- Travel and concierge services
- If positive, LOI is issued to Seller by Client
- If requested by Client, Neri Capital will coordinate the flow of due diligence documents
- Resolve Seller / Buyer issues and keep Seller focused on closing. Neri QDF Saves Deals!

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Additional Benefits to QDF through Automated CRM is that you will learn what is working with generating deals...

See Results on the Path to Transaction!



Run reports to see what's working and what isn't. Use that information to create the best possible deal origination strategies.

- Email/Web/Direct Mail performance metrics
- Targeted list segmentation
- Campaign-specific details

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QDF through automated CRM will connect everything in your deal origination process from social/mobile to email through CRM technology partners.

System Integration on the Path to a Transaction!

Social Media



Mobile



E-Mail



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AUTOMATE DEAL FLOW WITH QDF THROUGH CRM BY NERI CAPITAL PARTNERS

Call or Email:
Eric Togneri, Managing Partner

Neri Capital Partners
Atlanta, GA
(800) 216-4819 x702
etogneri@nericap.com

We invite you to partner with Neri Capital's proven process to create a steady stream of Deal Flow. You can expect to realize...

- ✓ Turn-key deal origination
- ✓ Deal origination intelligence on the most effective way to source
- ✓ Save Deals so you can Close Deals!

Quality Deal Flow through Automated CRM.