

Salesforce M&A Strategy Framework



STRATEGY PUNK

How to evaluate potential acquisition targets – work sheet

Pillars	Questions	Initial Evaluation
Customer Success	<ul style="list-style-type: none">• Accelerates product differentiation strategy• Best-in-breed asset with an unmatched ecosystem• Represents an attractive customer opportunity	<ul style="list-style-type: none">• ...• ...
Acceleration	<ul style="list-style-type: none">• Strong ability to increase monetization• Cultural and organizational alignment• Opportunities to drive significant operational efficiencies	<ul style="list-style-type: none">• ...• ...
Value	<ul style="list-style-type: none">• Clear timeline for value accretion• Use of balance sheet / non-dilutive form of consideration• Appropriate valuation	<ul style="list-style-type: none">• ...• ...