

JW McAvoy & COMPANY LTD

PARTNERS IN LEAD GENERATION

JW McAvoy & Company works with Entrepreneurship Through Acquisition (ETA) searchers and investor-backed operators to improve lead-generation effectiveness. Searchers learn to convert first conversations into meaningful follow-up discussions. The emphasis is on practical application and the building of clarity, confidence, and control during live owner conversations in an increasingly challenging environment.

ETA-SPECIFIC COACHING

Lead-generation coaching for ETA searchers who are actively reaching out to founder-owned businesses starts here. The focused instruction centers on improving real-time execution and includes:

- Developing concise and impactful position statements directed to business owners.
- Politely and confidently navigating gatekeepers in small and mid-sized firms for access to decision-makers.
- Handling skepticism, objections, and “not interested” responses.
- Structuring calls to earn credible second conversations.
- Making actual calls to real business owners with immediate 2x2 feedback.

TESTIMONIAL

Jim McAvoy significantly strengthened my lead-generation execution at the very beginning of my search. At a time when email deliverability and response rates are declining, his coaching helped me build confidence and discipline. He improved my ability to navigate gatekeepers, sharpened my opening positioning, and elevated the quality of my conversations with business owners. As a result, five of the eleven companies I had targeted for the month were receptive to live conversations (my prior outreaches to these same companies yielded no results). For ETA searchers relying on direct outreach, Jim’s guidance materially improves performance on live calls.

Rodrigue Djikeuchi
Everstone Succession Partners

- Post-call debriefs and assessments, focusing on the refinement of proven tools for stronger results.

COACHING

Ongoing coaching—with a proven method that supports the free exchange of ideas—helps reinforce the transformation and builds a foundation for success. The reliable system is based on the following five-step lead-generation process, with an emphasis on cold-calling and warm-calling.

- L**ay out your plan.
- E**valuate your prospects.
- A**pproach gatekeeper and executive.
- D**ialogue with your contact.
- S**uccessfully collaborate.



Jim McAvoy, founder and president, has almost forty years of experience maximizing sales results for clients in a wide range of industries, from boutique firms to Fortune 500 companies—helping his clients secure more than \$100 million of incremental revenue to date. McAvoy holds a BA in Economics and History from the College of William & Mary and has the Certified Employee Benefits Specialist (CEBS) designation. He has guest-lectured at the University of Chicago Booth School of Business for both the ETA Fellows Program (in March 2026) and the Entrepreneurial Selling course (for almost two consecutive decades) and at the Northwestern University Kellogg School of Management for the Entrepreneurial Selling course (for almost a decade). McAvoy is the author of *#LEADS to SALES* tweet Book01: *Creating Qualified Business Leads in the 21st Century*.