



Buyer-ology® Coaching
the alternative approach to
executive success

BUYEROLOGY.CO.UK

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Generations

This is the first time that there have been so many generations in the workplace - traditionalists, baby boomers, Generation X (Gen X), millennials, and Generation Z (Gen Z).. And they all have different life experiences, values and work ethics

4

Personality types

Within DiSC there are 4 personality types - Dominance, influence, Steadiness and Compliance. Very few people are purely one type so that presents many permutations with different needs and business styles for the manager to work with

3

Learning styles

There are three preferred learning styles - visual, auditory and kinesthetic which help us to learn best which is why videos with subtitles work well on social media . as 95% of population are either visual or auditory!

1

Buyer-ology® approach

There is one simple 3x3 matrix which enables you to analyse all the information you need to profile your team, customers and you. This creates a strong basis for how you communicate and lead more successfully to deliver better results with less stress!

A WORD FROM KAREN GREEN

Did you know there are

- 5 generations
- 4 personality types
- 3 learning styles

in the modern workplace - which is a lot of permutations of personalities and expectations to manage.

No wonder that the average CEO or C-suite executive is secretly quaking in their boots, wondering how they are going to drive the best performance whether they are leading teams, selling their wares or raising finance.

Originally, I developed the Buyer-ology® model to help my clients sell more and sell better. But came to realise that the ability to profile your target audience is the underpin for all business success and my coaching clients are thriving as a result.

If you are looking for an alternative approach to getting what you want, then read on about the key challenges facing you in 2024 and how you can be your own business coach to deliver your success.

Karen

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CHALLENGES OF MODERN LEADERSHIP

Leading a team today has never been more difficult. The economic climate is uncertain, past performance is no longer an indicator of future success (if it ever was!) and the workforce has become more complex. The expectations of you as a business leader have never been higher so you need to get to grips with the challenges out there and work out how to orchestrate success out of the chaos.

There are three key challenges:

Business Expectations - as a business leader, you are expected to deliver growth despite the uncertain conditions. Decisions are hard to make as we are facing so many more variables than before. There is inflation, interest rates, shortage of people and the spectre of AI. The speed of change has gone up tenfold and it can be overwhelming!

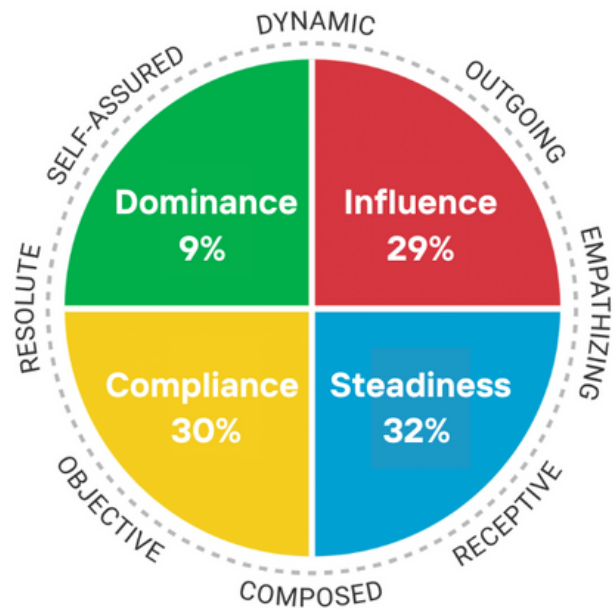
Complex and Dynamic Workforce

For the first time in history, there are currently 5 different generations in the workplace with different life experiences and expectations (see the graphic below)

And each individual has their own approach to doing things determined by their different personalities types and learning styles. Not to mention their personal goals and situations!! This makes leadership harder than it has even been whether you are trying to lead the team or sell ideas, products or services.

You!!

In amongst this chaos, you need to understand your own motivations - what is your personal brand, what do you want to be famous for and how can you optimise your own personality, experience and expectations to make a success of your role. And also how to make sure the demon, imposter syndrome, doesn't derail your opportunity for success



THE 5 GENERATION WORKPLACE

How the different generations view work and how they like to be managed (or not in the case of Generation Z)



TRADITIONALISTS
DOB: 1900-1945
10%

- Loyal to the company
- Dedicated
- Disciplined
- Job for life
- Retiring later



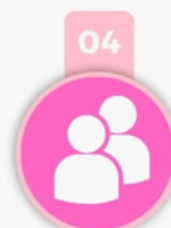
BABY BOOMERS
DOB: 1945-1964
22%

- Dedicated to work
- Optimistic
- Committed
- Team orientated
- Experimental



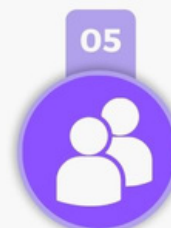
GENERATION X
DOB: 1965-1980
28%

- Open minded
- Appreciate diversity
- Work life balance
- Competitive
- Entrepreneurial



GENERATION Y
DOB: 1981-1996
21%

- Switching roles often
- Keen on mobility
- Socially vocal
- Tech savvy
- Immediacy



GENERATION Z
DOB: 1997-2015
18%

- Critical and selective
- Career multitaskers
- Technology is intuitive
- High expectations
- Coached not managed



HOW IT WORKS

The Buyer-ology matrix works on three key pillars:

- the person
- their interaction with the organisation
- the organisation itself

Within each pillar, there are elements that are fixed, such as personality or a company mission and those that are flexible, such as whether someone likes us or creating available resources

BUYER-OLOGY® - KNOWING ME, KNOWING YOU

So how do **you** overcome the challenges of modern business?

The fundamental underpin of success is that we are all human!! Despite all the logic and analysis that you think would go behind business decisions, ultimately they are made by people using emotion not logic.*

"When dealing with people, remember you are not dealing with creatures of logic, but with creatures of emotion." - Dale Carnegie

The secret is getting behind the corporate face of yourself and others so that you can optimise your interaction with people and sell more and sell better. Whatever role you are in, whether a traditional sales, technical or HR, we are all selling - whether that is ideas, products and services or ourselves

To be able to sell well, we need to know what we are selling and to whom we are selling. And that is where the Buyer-ology® model comes in,

I developed the Buyer-ology® matrix as a result of my work both in retail and sales, to create a structured approach to profiling my customers, clients and myself!

The difference with this model is that it has the three elements that you need to consider - the person, their interaction with the organisation and the organisation's needs themselves. There is also the concept that some elements, such as personality, are fixed so you will need to adapt your style. Whereas others are flexible, such as worries about you as a person, which you can influence by building rapport, credibility and maybe even a bit of logic!!

Once you know your target audience, it is way easier to get results

*** It is possible that over the next few years, AI will supercede the human element especially in selling where it is beginning to replace negotiations but, for now, humans still dominate!**



5 STEP GUIDE TO EXECUTIVE SUCCESS

Once you have profiled yourself and those around you, you are in a strong position to get results as you can tailor your ideas and messages for optimal impact.

From this firm foundation, you can then follow the 5 steps, I use with my coaching clients to build your success action plan

1. Who am I?

When I start with a new coaching client, we go through a series of steps to understand their personality. I use DiSC because it gives an effective overview and once you understand yourself, you can then go on to analyse others - check out [@HumanticAI](#) for more on this

2. Where am I now?

The best way to find out where you are now is with a 360 degree feedback session - I use [Talent Innovations](#) system which is really easy to set up, confidential and gives great feedback.

3. Where do I want to go?

What you want to achieve will vary depending on a wide range of different factors

The start point is to build a personal brand vision (jsee the diagram on next page), which will enable you to understand your purpose, values and the skills/experience you have to enable you to make it happen

4. How am I going to get there?

Building the action plan is probably the bit most executives find easy!! But do be clear on timing - 12 weeks and 3 years are two great outlook timeframes

5. How do I stay on track?

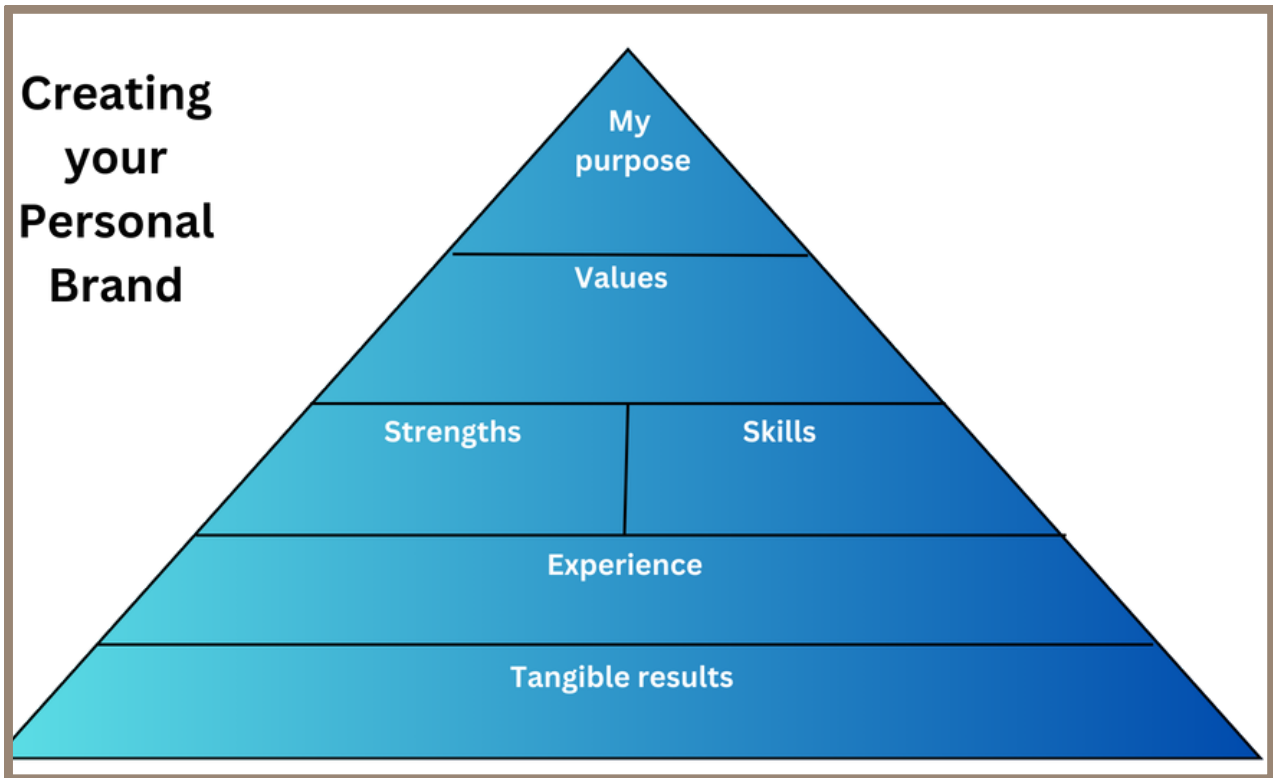
As we have already noted, dealing with the unexpected is becoming the norm. so you need to be flexible. I recommend blocking out 2 hours a month to review where you are, what has changed and what changes do you want or need to make to keep on track.

Let me know how you get on!!

And if you are finding the process not so easy and would like some help then just drop me a link - karen@buyerology.co.uk or [book](#) a free consultation

CASE STUDY 1:

BUILDING PERSONAL SUCCESS



Andrea* is a successful trading director within a key UK grocery retailer. She had progressed well in the organisation but was keen to take that next big step to the more senior executive role and was keen to work on building a plan to achieve this.

She had a great self awareness, already using DiSC to understand both herself and her team and had recently done some 360 degree feedback. So we jumped straight into step 3 working on her personal brand. Her main stumbling block was her purpose!!

We are often so focused on the business mission, that we forget to think about our own purpose. Andrea and I did alot of work around what she loved doing and how can she make the biggest difference in the world. She discovered some important aspects that she hadn't thought about and we could then go from the purpose to build the rest of her personal brand that she felt good about and would stand her in good stead for her future promotion options.

The other focus area was managing her internal reputation. Together, we used the Buyerology® methodology to create a stakeholder management strategy and implementation plan that enabled Andrea to focus on reinforcing her capability for the new role. We also developed a plan of what other opportunities there were to build her executive expertise and exposure that would help propel her forward to that promotional position

Andrea is progressing well and on track for that next stage promotion in the very near future!

CASE STUDY 2: IMPROVING TEAMWORK

TGW are a highly successful leading provider of intralogistics solutions whose customers range from Nike to Ocado.

I have been working with them for nearly 7 years initially delivering commercial consultancy, then 1-1 executive coaching and more recently facilitating team workshops to enable better performance

In October last year, I led a team workshop with over 50 attendees, where we were working on how create a high performing team.

We focused on how to better understand each other using DiSC profiling and other activities to build relationships and understanding between the different departments



The feedback was extremely positive from both the team and the client!

“Karen's ability to look at challenges and business issues from different angles whilst maintain focus on the primary objectives has been invaluable. Karen took the time to fully understand our often complex business' process, needs and requirements and the resultant plans will no doubt yield benefits for years to come. An absolute pleasure working with you” Joel Garbutt, Chief Sales Officer, Northern Europeer





ABOUT KAREN GREEN

“Karen is brilliant... she communicates and talks in a way that every challenge you present to her, seems easy and fun to solve. She has helped massively both as a personal coach preparing interviews for senior commercial roles and creating outstanding pitch decks. She is empowering. Piedad Mejias

Karen Green, former Tesco/Boots buyer, is one of the UK's top sales experts, having been on both side of the negotiating table to deliver profitable sales growth. She is an award-winning business consultant, speaker and performance coach and author of two best-selling books – Recipe for Success, shortlisted for Business Book Award, and Buyer-ology® -know your buyer, sell more and sell better. Karen has been twice GBEA finalist and won Women in sales award 2023.

Karen is also a passionate foodie and regularly volunteers to judge Great Taste and other awards.

For the past 8 years, Karen's focus has been on transforming clients' performance through coaching, mentoring and consultancy

“Karen is great at identifying opportunities for profitable sales growth whether that's NPD or new routes to market. She's also great fun to work with!” Denis O Driscoll, Corvin Fox

Karen loves working both 1-1 and with senior teams, helping them to find solutions to their growth challenges. Whether that is finding the right sales strategy, building the best route to market or creating their career path to the next big role, she has a unique approach *“My start point is to use the Buyer-ology® matrix to analyse where they are either as an individual or company and identify the transformation they want to achieve. We then work out the strategy for achieving those goals and building a successful stakeholder management strategy to make it happen”* Karen Green

LET'S TALK!!

To find out more, please book in a free 30 minute consultation to see how I can transform you and your business - just click the qr code below or <https://calendly.com/buyerology/consultation>



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**ORDER YOUR
FREE KINDLE
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"A deeper understanding of human behavior is what's missing in most marketing and sales initiatives... Read this book if you want more people to buy from your business."
—Daniel Priestley, Author of *Oversubscribed*

BUYER- OLOGY®



**KNOW YOUR BUYER
SELL MORE
SELL BETTER**

KAREN GREEN



★★★★★

"A deeper understanding of human behavior is what's missing in most marketing and sales initiatives. While tools and technology are important, success in marketing ultimately depends on understanding how people make purchasing decisions and connecting with them on a human level. Whether you're selling a cup of coffee or corporate consulting packages, Buyer-ology brings the focus back to what is happening in the mind of the person who is exploring their options. Read this book if you want more people to buy from your business."

Daniel Priestley, Author of *Oversubscribed*



"Small businesses have had a tough time over the past few years but those that have survived are now very much in sales mode. They want to sell well and to sell to bigger clients and brands. This book will be an essential read and is written by an expert who knows how it's done and understands the time and budget restrictions against which small business owners operate. I commend this to any founder looking not just to survive but to thrive over the years to come."

Emma Jones, CBE

Founder Enterprise Nation



★★★★★

"I have often wondered what corporates are really looking for when they are buying products and services? This book has transformed my approach by giving me a simple blueprint to work out what each of my target customers needs and how to use that information to transform my approach. Written in simple clear language with great case studies and action steps to really help you sell more and sell better"

Philippa Christer

Event Director for IFE and IFE Manufacturing

