

Building Your Mediation Business

TYPICAL BUYER PROFILE

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How to use this tool

This tool helps you build a detailed profile of your primary buyer: the person you need to reach, persuade, and build a relationship with. Everything you create (website, LinkedIn content, networking conversations, introductory emails) should speak directly to this person.

Complete a profile for each type of buyer you are targeting. Most workplace mediators have one or two primary buyer types. Typical examples are HR Manager / Business Partner, HR Director, HR Consultant, Employment Lawyer, Business Owner.

BUYER PROFILE *(Complete one per buyer type)*

Buyer type / role

Typical organisation type and size

Their day-to-day responsibilities

What does this person spend most of their working time doing? What are they accountable for?

Their pain points around workplace conflict

What does unresolved conflict cost them personally and professionally? What does it make harder for them to do?

Example: HR Manager - time consumed by grievances; stress; fear of getting it wrong; pressure from managers to find a solution; pressure from employees.

Their concerns when considering external mediation

What concerns might make them hesitant to commission a mediator?

What reassures them

What would help them to choose mediation, and choose you as the mediator?

How would they find and select a mediator

Where do they look, what influences their choice, how do they decide?

What a good outcome looks like for them

If mediation goes well, what does success look and feel like from their perspective?

The message I need to get across to this buyer

Based on everything above, what does this buyer need to hear from you?

*If you are interested in finding out more about the Building Your Mediation Business mentoring programme please contact us:
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