Generational
Buying Center Matrix

Boomers to Zoomers

→ **Content**
→ **Messaging**
→ **Engagement**
→ **Values**
→ **Roles**
→ **Verticals**

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GENERATIONAL BUYING CENTER MATRIX 2022

	Boomer "PROPHET" — Idealistic truth teller	Gen X "NOMAD" — Reactive Pragmatist	Millennial "HERO" — Optimistic change-maker	Gen Z "ARTIST" — Expressive creator
ARCHETYPE				
TURNINGS	*High → Awakening → Unraveling → Crisis*	*Awakening → Unraveling → Crisis*	*Unraveling → Crisis*	*Crisis*
TRAITS	■ Passionate ■ Focused ■ Idealistic ■ Risk aware ■ Optimistic ■ Serious ■ Self-assured ■ Calm	■ Independent ■ Reactive ■ Pragmatic ■ Risk taker ■ Pessimistic ■ Competitive ■ Practical ■ Adventurous	■ Resilient ■ Proactive ■ Open minded ■ Risk averse ■ Frugal ■ Team-oriented ■ Ambitious ■ Productive	■ Empathetic ■ Savvy ■ Expressive ■ Informed ■ Anxious ■ Value-driven ■ Action-oriented ■ Purposeful
SOCIAL CONTRIBUTIONS & INFLUENCES	■ Hippies & yuppies ■ Civil rights ■ Subject matter expertise ■ Due diligence ■ Automation ■ Computer Science ■ AI	■ DIY ■ Humor ■ Extreme sports ■ Video ■ On-demand programming ■ Online engagement ■ Tech start-ups	■ Community ■ Civic mindedness ■ Social influence ■ Digital sharing economy ■ BYOD ■ Internet banking and FinTech ■ Sustainability	■ Diversity ■ Gender neutrality ■ Nostalgia ■ Artistry ■ Social media ■ The 90's
RELIANT UPON	RELATIONSHIPS	SELF	TECHNOLOGY	INTERNET
VALUES	Skills Expertise Knowledge PERSONAL WEALTH *Fulfillment* CIVIL RIGHTS the greater good Peace & Prosperity WORK *Family* friends	Global Viewpoints DIVERSITY **freedom** *independence* accountability self reliance balance GADGETS individuality DIY *comfort* Humor CLARITY flexibility authenticity	**Community** DUTY Philanthropy *planet* learning flexibility creativity TEAM games Feedback PERSONALIZATION *technology* leadership ART sharing music	Freedom of expression COMMUNITY safety trending **diversity** *acceptance* sustainability ART reputation connections **social justice** SOCIAL MEDIA gender neutrality PROTECTION 90s *internet* Inclusion authenticity flexibility

	Boomer "PROPHET" Idealistic truth teller	**Gen X** "NOMAD" Reactive pragmatist	**Millennial** "HERO" Optimistic change-maker	**Gen Z** "ARTIST" Expressive creator
USE CASES	✓ Involving CEOs & CFOs as primary & economic buyers ✓ Impacting accounting & finance functions ✓ Sponsored by senior sales executives ✓ Relying on administrative gatekeepers ✓ Manages end users ✓ Targeting executive leadership in Healthcare verticals	✓ Involving technology with CIOs & CTOs as primary & economic buyers ✓ Involving Owner/Operator as sole buyer ✓ Impacting IT, data, cloud & security ✓ Sponsored by senior marketing and HR executives ✓ Involves end user tech and tools ✓ Targeting new executive leadership in the C-Suite	✓ Involving financial and business analysis ✓ Impacting products and digital channels, CX ✓ Influenced by end users ✓ Requiring intensive change management, collaboration, communication and training ✓ Targeting ops roles and product managers	✓ Involving cyber security team, social media and data ✓ Influenced by end users ✓ Requires user testing and training
TITLES	CEO | CFO | President | VP Accounting, Controller | SVP Sales | Dept. Manager | Administrator, Assistant | Chief Medical Officer	CxO | CIO | CTO | Owner | IT Director Software Architect | HR Director | Content Director | VP Digital Marketing| Diesel Mechanic	Chief Digital Officer | Business analyst | Financial analyst | Product Manager | Statistician | Web Developer | Software Developer| Digital Marketing Ops | EMT	Web developer I Designer | Software engineer | Social Media specialist | Cyber Security | SOC Analyst | Mechanical Engineer
INDUSTRIES	Found in **Healthcare, Financial Services and Professional Services, and Entertainment** Large concentrations in sectors hit hard by pandemic - **education, travel and tourism, residential construction and food/restaurant**	Find Gen X working **in Technology, Transportation and Logistics, and Construction** As entrepreneurs Gen X leads **Health and Wellness, Retail** with a focus on ecommerce and social business as well as **Hospitality**	Prior to the pandemic, Millennials were drawn to unexpected sectors like R**etail/wholesale**, **manufacturing, and supply chain** As expected, found in **Technology, Financial Services and Healthcare**	Gen Z aspires to work in **Technology, Arts, Recreation, Social Services, and Entertainment** Find them in entry-level positions working on data, social media and cyber security in **Retail, Tourism and Business Services**
VENDOR ENGAGEMENT	❖ **Prefers to leverage relationships** with expert sales. Uses the internet and their network for recommendations and advice ❖ **Trusts industry analysts**, learns best through traditional media content along with select digital assets ❖ **Be prepared**. Anticipate buying/cross-selling opportunities; expect ongoing Q&A and troubleshooting.	❖ **Prefers both an automated and personal** sales approach ❖ **Depends on company website content**, reviews, industry analysts, blogs, events and in-person interactions ❖ **Don't forget to pitch them**. This group is both skeptical and savvy but can be very loyal to vendors that 'get' them and make it clear how it works.	❖ **Prefers automated and electronic** communications ❖ **Refers to current digital content** in their research from case studies, whitepapers, infographics to social media posts -- which they share with their peers ❖ **Know their journey**. What, where, when, and how are moving/consuming and then responding on a personal level.	❖ **Prefers automation with a human behind it** ❖ **Defers to influencers and YouTube** as their primary sources of information and research about companies and products ❖ **Be entertaining and use video**. They like to learn using quizzes and games

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