



GREG ADAMS

Doer
DISC Type : ds

Director at Catapult Accounting Ltd
Birmingham, England, United Kingdom

Overview

Greg Adams is the founder of Catapult Accounting Ltd, a Birmingham-based firm specializing in simplifying accounts and tax for small businesses, landlords, and sole traders. He focuses on using proactive advice and modern technology, like Xero, to help local owner-managed businesses grow and save time.

An active participant in the Birmingham business community, Greg is passionate about networking and building genuine connections. He draws inspiration from the world of sport, applying lessons from high-performing teams to his business philosophy and supports local initiatives that have a positive community impact.

He once delivered a presentation on the New Zealand All Blacks famous "No Dickheads" policy, emphasizing culture over raw talent.

Personality Overview

Strategic Planner **Risk-Accepting** **Results Focused**

They might take some time to make their mind up but once they do, they don't change it easily. Reading between the lines and seeing beyond your words comes naturally to them. They exhibit a rare combination of being result-oriented but patient at the same time.

Topics They Care About

Small Business Finance
His firm is dedicated to helping owner-managed businesses, landlords, and side-hustlers simplify their accounts, save tax, and gain financial clarity.

Accounting Tech
He leverages smart apps and technology to make clients' lives easier and stays current on platforms like Xero and the use of AI in accounting.

Business Networking

Actively promotes and participates in local Birmingham networking groups like Sterling Networks to build connections and drive referrals.

Leadership from Sport

He applies lessons from high-performing sports teams, like the All Blacks' team-first culture, to his own business philosophy.

Local Sustainable Business

He proudly supports local initiatives like SustainaBrum CIC, which showcases and supports sustainable businesses across the city of Birmingham.

Birmingham Sports

[Predicted] Based on his location and interest in sports culture, he may follow local Birmingham teams like Aston Villa FC or Birmingham City FC.



Media Appearances

Greg has no verified media appearances

Work History

- 12-2024
Director at Catapult Accounting Ltd
- 12-2022 - 12-2024
Director - WeDo Accountancy Services at WeDo Business Services
- 12-2020 - 11-2022
Director at Elixir Accounts Ltd
- 4-2018 - 12-2020
Head Accountant at Vistadeen Ltd
- 9-2017 - 3-2018
Head Of Finance at Aspire Corporate Solutions

Education

- Education details unavailable from ACCA
- ACCA from Kaplan Financial

More Information

Social Presence :



Prographics :

Exp : 8 Location : **Birmingham, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Director at Catapult Accounting Ltd**

Insights For Selling To Greg

👉 During A Call Or A Meeting

DO's

- Ask them at the end if they see a strong value prop in your product; expect an honest answer
- Suggest clear next steps with confidence, don't be vague or hesitant
- During followups, use phone or text if needed, they should be fine

DONT's

- Don't go over them unless you are left with no other option
- Avoid putting conscious effort into relationship-building
- Don't shy away from asking hard questions, but be extra polite

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Greg, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point, formal

Example: Personalized sales funnel', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Greg is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Greg

- *They will say no if they are not convinced but you will have to prompt them.*

Insights For Deal Planning

How Fast (Or Slow) Will Greg Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Greg Take Some Risk Or Not?

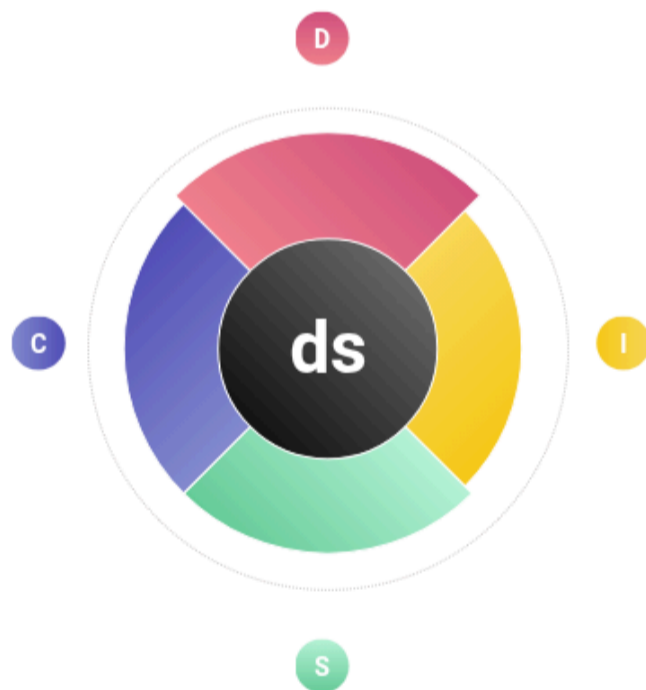
- *They have good risk tolerance but are likely to think it through once or twice.*

You And Greg

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Greg's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.