Using Sustainability to Engage the C-Suite

What is it?

Your client's public Sustainability goals place its reputation at risk and making them think long and hard about operational resilience. If you do not know what these are, the C-Suite in your clients certainly do. This is because they measured on their achievement.

With elevated expectations from their customers, employees, investors and Government senior executives are very interested in how you can help them achieve these objectives.

This account planning service delivers a short-duration, sales enablement programme that enables earlier interception of new sales opportunities by enabling sales and marketing teams develop knowledge and insight.

A process diagram and description is provided overleaf.

Who is it for?

Major global trends are driving the adoption of Sustainability Solutions by business. It is resulting in a large business opportunity that is set to grow significantly in the short, medium and long term. Organisations are responding by moving to more efficient use of resources such as energy or raw materials or to ensure security of supply. Others are looking to reduce their environmental and social impacts to meet rising expectations of their key stakeholders, such as customers or employees.

Many enterprises are re-engineering supply chains to capitalise on the significant market opportunities being created by the transition to a more sustainable global economy. The adoption of sustainability by other enterprises is itself a growth opportunity.

If your organisation provides solutions to these challenges above then this service will help you to intercept new business opportunities at a senior level in your client.

Relevant solutions include:

What it Delivers

This service enables the account team to use Sustainability to develop new executive relationships and intercept new sales opportunities. It achieves this by providing:

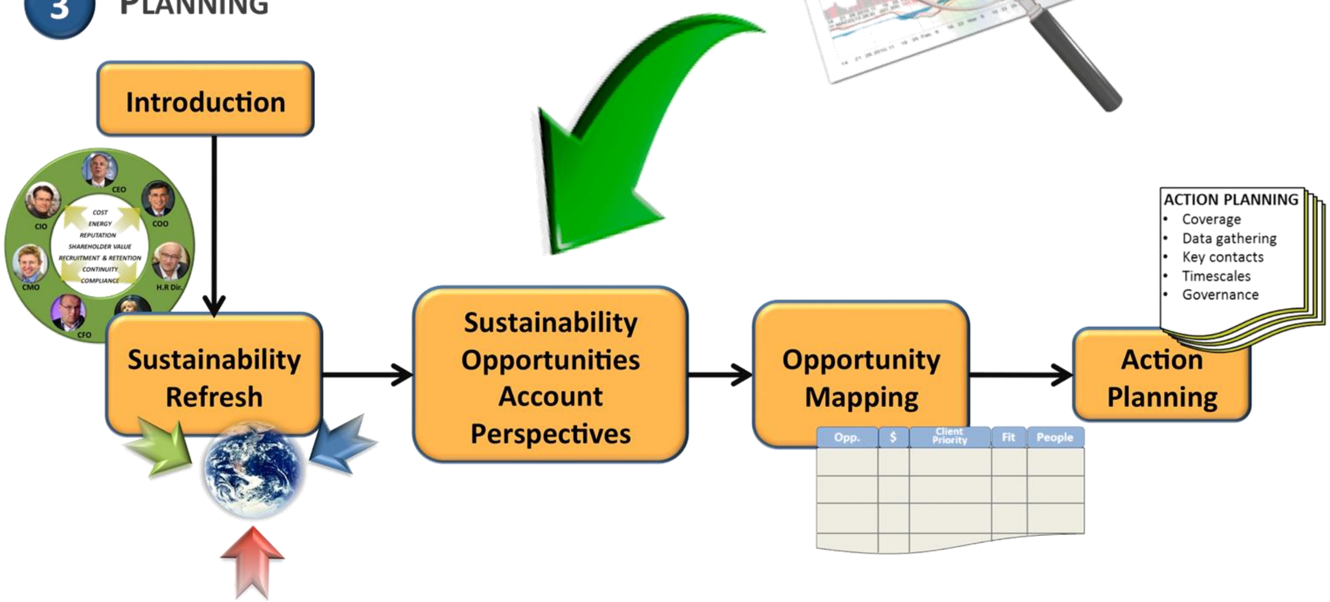
- An understanding of the client’s Sustainability priorities and degree of success in attaining their public goals.
- Insight on how the client prioritises their activities to achieve these objectives
- Identification of specific C-level roles and their priorities
- An independent assessment of how their Sustainability progress compares with industry benchmarks, including the strengths and weaknesses
- A unique analysis of the relevant opportunities for engagement, which can be shared as a sales tool with the client providing a point of view and evidence for action
- Identification of where and how Sustainability can enhance the business case for your propositions
- Clarity on how Sustainability can provide a unifying theme to extend project scope, to grow average deal size and transform your competitive position in the account.
- A shared view of the opportunity across the account team and an agreed action plan to drive new sales opportunities

Sustainability Account Planning Process

1 Education

2 Research & Analysis

3 Planning



Description

1 *These sessions range from 1 hour webinar to half-day classroom sessions. They are designed around the participants existing knowledge and focused on the Sustainability areas most relevant to their products and services.*

2 *This targeted[#1] research is underpinned by Cambium's market knowledge based on over 5 years of data collection and analysis using proprietary tools.*

[#1]The research scope and focus is based on establishing a detailed understanding of the client's offerings and market development requirements

3 *The planning stage involves a 1/2 – 1 intensive workshop session bringing together the market research and account knowledge. The output is a clear and shared view of the opportunities within the account together with a detailed plan to engage and develop the business opportunities*

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