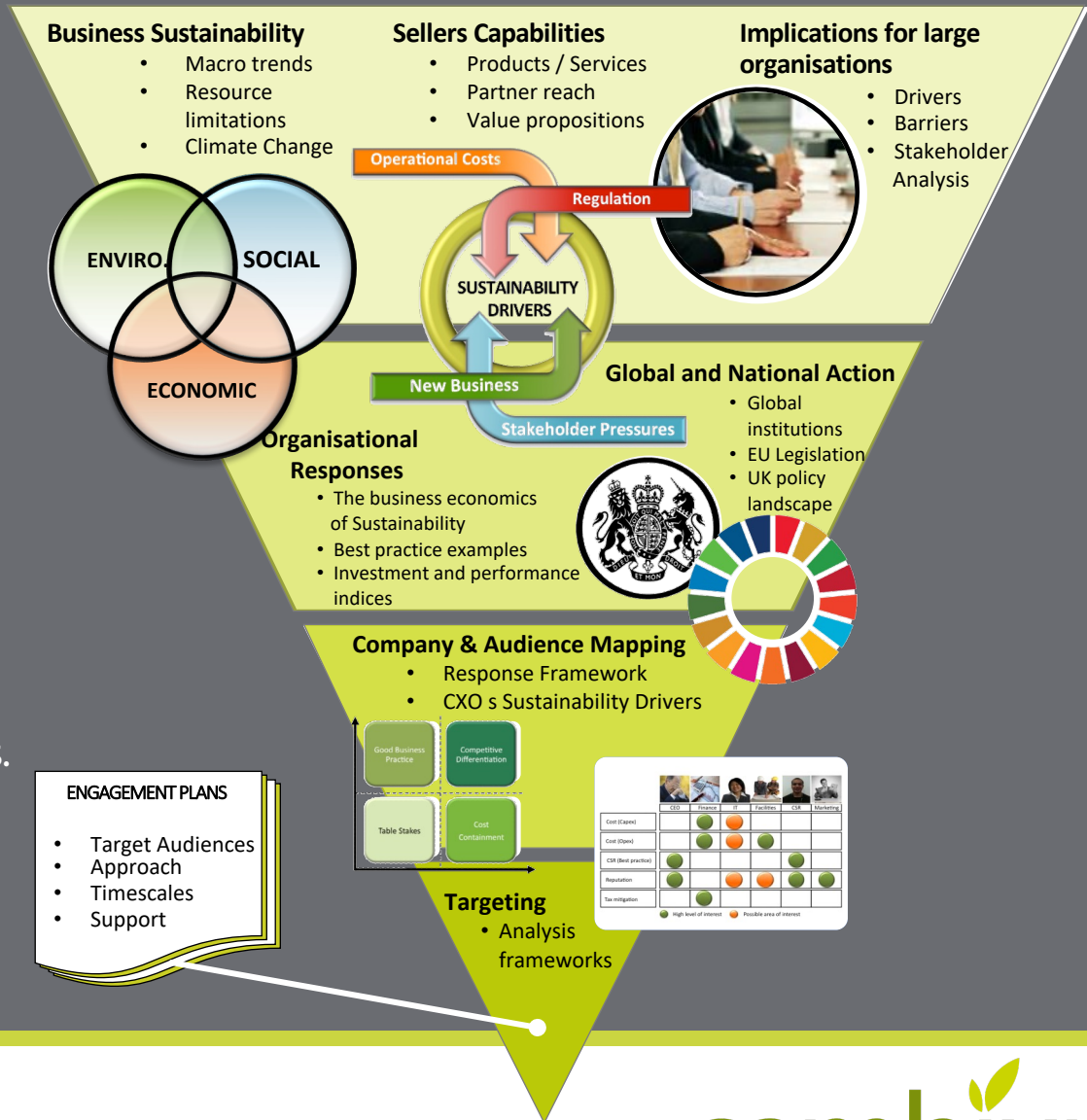


Sustainability – Enablement for Sales & Marketing

Get a sustainable business advantage over your competitors

The increase in public awareness and reporting of climate and environmental issues is transforming business priorities and with it the buying criteria of the decision makers.

Businesses are responding with greater emphasis on resilience and looking to demonstrate their sustainability credentials.



New business challenges and opportunities

A survey in April 2022 by Edie* showed that 87% of business leaders were ramping up their commitment to sustainability with almost a third saying it was a **'business critical'** priority.

Government initiatives like Net Zero and Levelling Up has produced even louder public demands for business to act on many sustainability challenges. These issues range from calls to respond to the climate emergency to the need to address societal issues around diversity and gender.

These public calls have been echoed by investors, and employees of businesses. Business leaders seeking to protect their markets and brands are responding to these society and stakeholder demands.

As a result, businesses are set to significantly increase investment to improve their environmental and social impact in the near term.

Sustainable business offers new ways to engage a wide range of client audiences

In this time of change the sustainable business agenda is of interest to decision makers across all business functions. This attention is creating new opportunities for suppliers to exhibit thought leadership and to engage new client audiences interested in acting on sustainable business. To respond to this demand, marketing and sales professionals need to articulate how their solutions can help their clients achieve their sustainable business objectives.

But success in developing business in these emerging opportunities requires real understanding of the business value of sustainability. It requires that sales and marketing teams equip themselves with the knowledge, tools and vocabulary to credibly and confidently engage in these customer conversations. This creates a pressing challenge for sales and marketing teams.



*Edie - <https://www.edie.net/sustainable-business-leadership-report-2022/>

Apply sustainable business knowledge to grow sales pipeline

How can sustainable business knowledge and insight be acquired at the right level and pace for sales and marketing specialists?

For over a decade Cambium has been enabling sales and marketing teams to bring their sustainability focused products and services to market faster.

From this we have developed practical frameworks to quickly identify sustainability related opportunities in existing as well as new customers. These tools also help to inform actionable sales plans and marketing campaigns.

This track record and know-how has been successfully developed into a Sales & Marketing enablement programme that can be delivered over 2-days in a face-to-face environment or on-line through 'bite sized' sessions over 2-3 weeks. The programme also leverages Cambium's sustainability knowledge and the market research conducted since 2010.

How does this enablement help you to make your sales and marketing goals

Its **core purpose is to help our clients to engage clients in new ways, open up new market opportunities and bring in new revenue.** It achieves this by focussing on:

Each course is tailored to our client's marketplace and provides sector and individual customer/prospect analysis.

- **Reaching new audiences**
Whether this is within the existing customer base or new name accounts, the programme stimulates new thinking and approaches.
- **Selling the full business value**
The financial bottom line still holds sway in many organisations. With this in mind, we provide knowledge and tools that connect the sustainability challenges with compelling evidence-based business case.
- **Managing the sceptics**
Hard working marketeers and sales people are rightly wary of anything that might distract attention away from their core role. The programme is designed to demonstrate its value quickly and delivered by seasoned marketing and sales practitioners.
- **Actionable outputs**
The tailoring of each programme means that your sector, your customers and your prospects are used in demonstrating how the knowledge and frameworks are applied.
By the end of the programme, each participant will have developed a set of actions for new and effective engagements with customers and prospects.



Our track record

We have successfully delivered this programme to hundreds of sales and marketing professionals covering the following sectors:

- Academia
- Aerospace
- Automotive
- Central Government
- Chemicals
- Engineering & Construction
- Financial services
- Food Production
- Healthcare & Pharma
- IT / Data Services
- Leisure
- Local government
- Media
- Packaging
- Professional Services
- Retail
- Telecommunications
- Utilities

Their feedback has been used to shape and improve the content to match the needs of sales and marketing. This has included ...

The linkages from the sustainability challenges to 'real world' business problems was very strong. Even I, as a natural sceptic, can see how this is vital to my future success

It gives me a completely different way to engage the C-suite and there is a clearer match between our customers challenges and what we offer.

This is clearly not the emperor's new clothes – there are clear and compelling reasons why this Sustainability be a major business agenda for many years to come.

I can see where this will get the attention of business decision makers and can already see where we can use this to provide a broader, more compelling proposition

This has been useful in showing me ways to communicate and engage on Sustainability for both internal and external audiences.

This has given me a number of areas where I can connect with the business and engage my customer in a new way works for sales and marketing audiences

Using the frameworks and tools to analyse our actual customers and prospects made it all very real, very quickly. Before we completed the programme, I had identified 3 new opportunities within existing accounts

The insight and the frameworks provided has given me a completely new toolset to engage existing customers and prospects.

Deliverables

- Understanding of the key economic, environmental, and societal issues driving the ambitions of businesses and individuals in responding to the sustainability and net zero agenda.
- Appreciation of the implications of the sustainable agenda for the Board, C-Suite, key business functions, employees and external stakeholders.
- Insight on how to analyse the customer's annual reports and market intelligence to identify current pain points and sustainability-driven aspirations and goals.
- Knowledge on how to improve business cases for investment, which fully leverage the sustainable business value offered by their proposals.
- Awareness of relevant sustainable business vocabulary, including a safe opportunity to develop and practice new business dialogues using the learning.
- A set of clear and specific actions to convert course insight and learning into new customer or prospect engagement and pipeline.