

MODULE 3 | PART 3
CUSTOMER ENGAGEMENT

SUSTAINABILITY & SALES



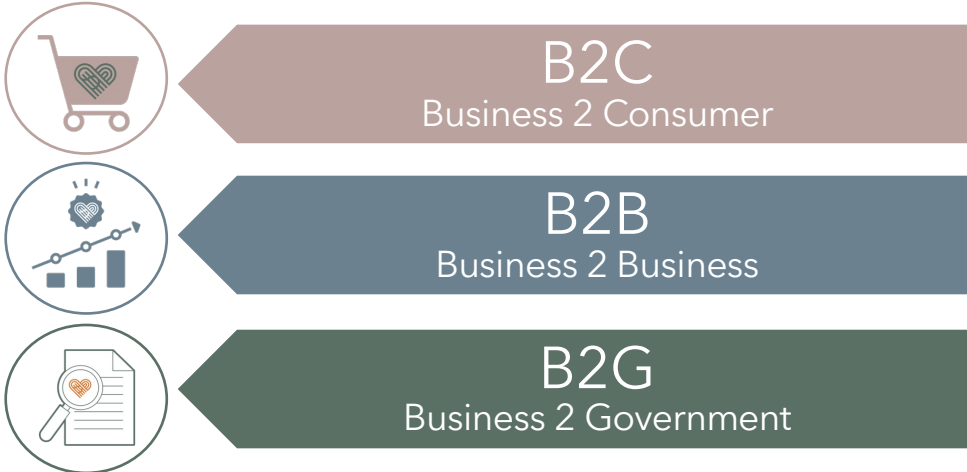
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MODULE 3 | PART 3 – CUSTOMER ENGAGEMENT | CONSUMER ENGAGEMENT (B2C) | SUSTAINABILITY & SALES (B2B)



-  **B2C**
Business 2 Consumer
-  **B2B**
Business 2 Business
-  **B2G**
Business 2 Government



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SUSTAINABILITY & SALES

B2B + B2G | WHAT-WHY-HOW






The image shows three presentation slides from a course on Sustainability & Sales. The slides are titled 'WHAT', 'WHY', and 'HOW' SUSTAINABILITY & SALES (B2B & B2G). Each slide has a 'Purpose' circle and a 'Key Takeaway' box. The 'WHAT' slide states that sustainability and sales are linked from top to bottom. The 'WHY' slide explains that sustainability demands in tenders, procurement and government policies align with demands for risk and discrimination from customers. The 'HOW' slide notes that if a company wants to profit from its CSR efforts, it must integrate responsibility and sustainability into its core business strategy.



 

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KEY LEARNINGS

WHAT YOU WILL LEARN...

- WHY**  Reasons why sustainability should be part of B2B sales efforts
- WHAT**  The potential business benefits of putting sustainability into sales
- HOW**  The sustainable sales process in 5 steps
-  How to create segmented and relevant sales argumentation
-  Different examples of sales value propositions





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WHAT ⁱ SUSTAINABILITY & SALES (B2B & B2G)

Linking sustainability and sales is about how big a part of the company's revenue that contributes to sustainability – or how sustainability contributes to the company's turnover.




Purpose:
Understand what linking sustainability and sales is about.



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DO YOU KNOW HOW MUCH OF YOUR REVENUE CONTRIBUTES TO SUSTAINABLE DEVELOPMENT?



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#module3 #sales #cases

CHR. HANSEN
improving food & health

ABOUT US CONTACT CAREER MEDIA SUSTAINABILITY INVESTORS

FOOD CULTURES & ENZYMES PLANT HEALTH ANIMAL HEALTH HUMAN HEALTH & PROBIOTICS HMO

Sustainability Targets and governance Our contribution to the UN Global Goals

Our contribution to the UN Global Goals

More than 80% of Chr. Hansen's revenue contributes to the UN Global Goals

contributes positively to realizing the U

A large-scale assessment of Chr. Hansen's entire product portfolio with 82% of our revenue have a direct positive contribution to the UN Global Goals and 12. We do this by promoting sustainable agriculture, improving global

The UN Global Goals were adopted by all UN member states in 2015 and set the direction for how to address the world's biggest challenges over the next 15 years.

How ingredients contribute to the UN Global Goals

Download Report

ACTION	RESPONSIBLE
1. Full product and sales lists are extracted from SAP BI	Finance
2. Data is sorted and a list is created for new material numbers (products) and ungrouped items	Finance
3. New material numbers are assessed according to the impact categories and the documentation available	Sustainability
4. Existing material numbers are quality checked for completeness and accuracy in terms of grouping and scope	Sustainability & Finance
5. Data collection phase: Additional documentation is collected from internal stakeholders	Sustainability & product category owners
6. Documentation reports are developed for each product category	Sustainability
7. Final product list and sales figures are updated and the revenue contribution percentage is extracted - equipment no. 2, 3 and reducing food waste.	Sustainability & Finance

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#module3 #sales #cases

Corporate Knights

ABOUT US RANKINGS MAGAZINE EVENT:

2023 GLOBAL 100 RANKING TABLE

Showing 1 to 10 of 100 entries

SEARCH:

2023 GLOB RANK	2022 GLOB RANK	COMPANY	HQ LOCATION	CARBON PRODUCTIVITY	% NON-MALE BOARD DIRECTORS	% SUSTAINABLE REVENUE	% SUSTAINABLE INVESTMENT	FINAL GRADE	CLIMATE COMMITTEE
1	15	Schnitzer Steel Industries Inc	Portland, U.S.	\$15,928	50%	100%	100%	A+	
2	1	Vestas Wind Systems A/S	Aarhus, Denmark	\$222,113	42%	100%	100%	A	1.5°C, SBT
3	10	Brambles Ltd	Sydney, Australia	\$156,386	40%	100%	100%	A	1.5°C, SBT
6	19	Evoqua Water Technologies Corp.	Pittsburgh, U.S.	\$25,868	33%	100%	100%	A	SBT1
8		Siemens Gamesa Renewable Energy SA	Zamudio, Spain	\$514,578	30%	100%	100%	A-	1.5°C, SBT
9		Taiwan High Speed Rail Corp	Taipei, Taiwan	\$7051	23%	100%	100%	A-	
12	42	Xinyi Solar Holdings Ltd	Wuhu, China	\$843	11%	100%	100%	A-	
14	11	Sims Ltd	Mascot, Australia	\$45,238	50%	100%	100%	A-	
35	39	SunPower Corp	Richmond, U.S.		22%	100%	100%	B	SBT1
46		First Solar Inc	Tempe, U.S.	\$5,218	33%	100%	100%	B-	1.5°C, SBT

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Corporate Knights

ABOUT US RANKINGS MAGAZINE EVENTS

2023 GLOBAL 100 RANKING TABLE

Showing 1 to 10 of 100 entries

SEARCH:

2023 GLOB RANK	2022 GLOB RANK	COMPANY	HQ LOCATION	CARBON PRODUCTIVITY	% NON-MALE BOARD DIRECTORS	% SUSTAINABLE REVENUE	% SUSTAINABLE INVESTMENT	FINAL GRADE	CLIMATE COMMITTEE
72		Svenska Handelsbanken AB	Stockholm, Sweden	\$1448,025	54%	2%		C+	NZBA, 1
90	98	Coronado Tire Corporation	Toronto, Canada	\$98,855	19%	2%	7%	C	
76	69	Kesko Oyj	Helsinki, Finland	\$174,412	29%	3%	11%	C+	1.5°C, S
94	70	Nordea Bank Ab	Helsinki, Finland	\$3,527,626	40%	3%		C	NZAM, 1, NZBA, 1
94		Societe Generale SA	Paris, France	\$276,944	40%	3%		C	NZBA, 1
77	55	Sun Life Financial Inc	Toronto, Canada	\$622,072	56%	4%		C+	NZAM
88	80	Bank of Montreal	Toronto, Canada	\$224,613	50%	4%		C	NZAM, 1
48		KB Financial Group Inc	Seoul, South Korea	\$132,305	22%	0%		C+	SBT1, N
78		Investec Ltd	Sandton, South Africa	\$216,058	36%	5%		C+	NZBA
82	58	Shinmori ASA	Lisaker, Norway	\$89785,001	50%	5%		C+	1.5°C, S, NZAM, 1

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A REPORTING REQUIREMENT | EU TAXONOMY & CSRD



Turnover

%-rate that is aligned & eligible with EU Taxonomy

[Omsætning]



CapEx

%-rate that is aligned & eligible with EU Taxonomy

[Kapitaludgifter / investeringer]



OpEx

%-rate that is aligned & eligible with EU Taxonomy

[Driftsudgifter]




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WHY

SUSTAINABILITY & SALES (B2B & B2G)

Sustainability demands in tenders, concessions and procurement policies along with demands for data and documentation from corporate clients are all together turning sustainability into a sales parameter alongside price and quality.

Purpose:

Understand why sustainability should be integrated as a part of a company's sales parametres.

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BUSINESS-TO-BUSINESS (B-T-B) DEMANDS

SUSTAINABLE PROCUREMENT PILLARS

- ENVIRONMENT**
Sustainable utilisation of raw materials and natural resources
- SOCIAL**
Procurement through fair trade and ethical sourcing schemes
- ECONOMIC**
Developing supply agreements based on mutually beneficial partnerships

OVER 500 CERTIFIED B CORPORATION COMPANIES ARE PUBLICLY COMMITTING TO REDUCE THEIR GREENHOUSE GAS EMISSIONS TO NET ZERO BY THE YEAR 2030

NET ZERO 2030

SEE MODULE 3, PART 1: MARKET DRIVERS (B2B)

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BUSINESS-TO-GOVERNMENT (B-T-G) DEMANDS

SUSTAINABLE PROCUREMENT PLATFORM

The public sector shows the way!

Carbon-neutral public procurement

The Austrian Action Plan for Sustainable Public Procurement (naBe) as a model for responsible and careful use of resources to protect the environment and offer next generations a future worth living.

Den Ansvarlige Indkøber


SEE MODULE 3, PART 1: MARKET DRIVERS (B2B)

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ThermIT lost million order because they didn't have a concrete SDG work plan



Manglende verdensmål kostede millionordre: - Man lærer altså af det



Familieejet lampefirma fik foden inden for hos Novo Nordisk via LinkedIn-opslag og genbrugskoncept




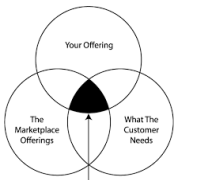





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POTENTIAL BUSINESS BENEFITS

 <p>STRONG PARAMETER IN E.G. PUBLIC BIDS</p>	 <p>DIFFERENTIATION FROM COMPETITORS</p>	 <p>COMPETITIVE/ PREMIUM PRICE</p>
 <p>STRONGER CUSTOMER VALUE PROPOSITION</p>	 <p>NEW ENGAGEMENT OPPORTUNITIES</p>	 <p>STRONGER CUSTOMER RELATIONS/LOYALTY</p>

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HOW SUSTAINABILITY & SALES (B2B & B2G)


If your company wants to profit from its CSR efforts, it must integrate responsibility and sustainability efforts into its value proposition and sales efforts. For this, you have to understand the needs and motivation of your customers, so that you can help them gain measurable business benefits; reduce risks and comply with regulation; or do good even better.

Purpose:

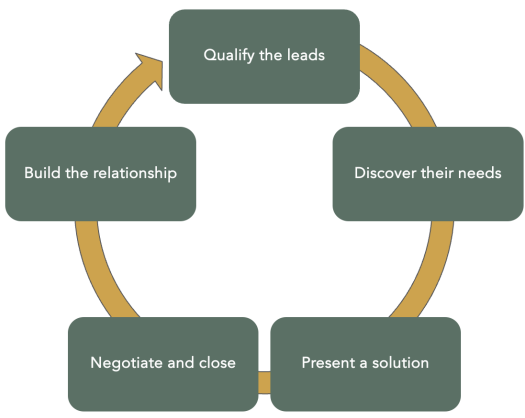

Show you how you can link sustainability to your sales efforts, so it creates value for both society, your customers and the company's own bottom line.






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A GENERIC SALES PROCESS

THE SUSTAINABLE SALES PROCESS

- #1 – Segment your customers 
- #2 – Understand your customer's interests & needs 
- #3 – Relate your CSR efforts to your customer's needs 
- #4 – Build value creation & impact into rewards/bonuses 
- #5 – Invite customers to be part of joint CSR efforts 

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ONE SIZE FITS ALL?



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SEGMENT YOUR CUSTOMERS | EXAMPLE

THE B2B CUSTOMER MATRIX | TEMPLATE

Budget impact

<p>Customer logo</p> <p>Customer logo</p> <p>Main selling points:</p> <ul style="list-style-type: none">ComplianceCSR skillsTraining/education	<p>Customer logo</p> <p>Customer logo</p> <p>Customer logo</p> <p>Main selling points:</p> <ul style="list-style-type: none">ComplianceCSR skillsShared CSR goalsTraining/education
<p>Customer logo</p> <p>Customer logo</p> <p>Customer logo</p> <p>Main selling points:</p> <ul style="list-style-type: none">Price	<p>Customer logo</p> <p>Main selling points:</p> <ul style="list-style-type: none">ComplianceTraceabilityHSE

CSR maturity



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SEGMENT YOUR CUSTOMERS

I EXAMPLE

Example: segmentation in construction industry


Green building projects	Traditional building projects	Government	Retrofit & Renovation
Private contractors seeking materials & equipment with specific green certifications, such as LEED or BREEAM	Private contractors looking for emissions reductions but balancing with cost-effectiveness	Requirement to meet the strictest public sector standards for audited lifetime carbon emissions	Prioritise energy efficiency and reduced water consumption






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In the B2B space, as the climate change agenda strengthens amongst corporates, we have been able to position services like cloud, and other ICT solutions as enablers for the B2B clients' carbon reduction strategies.



- Andrew Buay, Vice President, Sustainability

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eltwin
Big enough to matter - Small enough to care

REDUCE YOUR ENERGY USE FROM OPERATIONS BY UP TO
80%
WITH INVERTERS FROM ELTWIN

eltwin motron
Big enough to matter - Small enough to care

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THE SUSTAINABLE SALES PROCESS | GUIDE

- #1 – Segment your customers
- #2 – Understand your customer's interests & needs
- #3 – Relate your CSR efforts to your customer's needs
- #4 – Build value creation & impact into rewards/bonuses
- #5 – Invite customers to be part of joint CSR efforts


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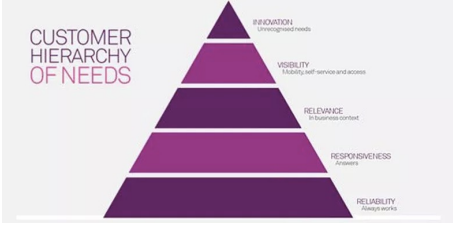
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IDENTIFYING CUSTOMER NEEDS



CUSTOMER HIERARCHY OF NEEDS







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Revise and update adidas Group's strategy and programmes

➔

Identify key stakeholders: internally and externally, locally and globally

➔

Develop, confirm or adjust materiality assessment

ONGOING MATERIALITY ANALYSIS PROCESS

➔


Regularly engage with stakeholders and collect input

➔

Analyse and process input centrally

➔

Revise and update adidas Group's strategy and programmes



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SÆLGERVÆRKTØJ | GUIDE

Sælgerværktøj: Corporate Social Responsibility (CSR)

Erhvervs- og Selskabsstyrelsen

Velkommen

Start

Hvorfor kommer det kunden til gode, at din virksomhed arbejder med Corporate Social Responsibility (CSR)?

Flere og flere virksomheder stiller krav inden for CSR. Det betyder, at hvis I og hvis I forstår at kommunikere de tiltag, I gør på området, kan det blive en fordel for I.

Når I kommunikerer om virksomhedens CSR-indsats, kan jeres kunde danne sig et billede af virksomheden. Den viden, I giver videre, vil indgå i kundens overvejelser, når han skal vælge noget, kan kunden ikke tage det med i sine overvejelser!

Dette værktøj kan hjælpe jer med at identificere de områder inden for CSR, hvor I matcher jeres kunders tiltag, eller hvor jeres kunder foretager sig noget, som I mister 100% af de chancer, I ikke tager!

Erhvervs- og Selskabsstyrelsen og PricewaterhouseCoopers påtager sig ikke ansvar for tab, som nogen måtte lide som følge af brug af værktøjet, eller på grund af afsløring af handlinger som følge af oplysninger fremkommet ved brug af værktøjet.

OVERSKUD MED OMTANKE gennemføres af ERHVERVS- OG SELSKABSSTYRELSEN i samarbejde med PRICEWATERHOUSECOOPERS og støttet af EU's Socialt Rummelige

Start

Indtast virksomhedsnavn:

Indtast kundenavn:

Efter at have indtastet navn tages "ENTER".

Fra denne side kan I gå til de enkelte indtastingsider, hvor I skal besvare en række spørgsmål. I kan vælge at arbejde med alle kategorierne eller vælge nogle enkelte ud.

Hvis I er i tvivl om, hvad der menes med spørgsmålet, er der en kommentarboks med en kort forklaring til hvert spørgsmål. Kommentarboksen er markeret med en lille rød pil i øverste højre hjørne af spørgsmålet. Boksen åbnes ved at køre musen henover spørgsmålet.

I kategorien markedskendskab er der ikke indsat kommentarbokse.

Hvis I ønsker en mere uddybende forklaring samt en beskrivelse af, hvilke konkrete kundefordole, der kan være forbundet med det specifikke spørgsmål, skal I klikke på knappen "Forklaring" øverst på siden.

- Markedskendskab
- Arbejds miljø
- Det rummelige arbejdsmarked
- Socialt engagement
- Miljø
- Certificerbare ledelsessystemer
- Produktmærker

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SÆLGERVÆRKTØJ | GUIDE

Markedskendskab

Forklaring Start Næste >>

Spørgsmål	Virksomhedsnavn	Kundenavn
Arbejder virksomhedens konkurrenter med CSR?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Har virksomheden mødt CSR-krav fra sine kunder?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Har branchen taget stilling i forhold til CSR?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Er der udsigt til, at lovgivningen i branchen inden for miljø, arbejdsmiljø og social ansvarlighed skærpes i de kommende år?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Arbejder virksomhedens leverandører struktureret med miljø, arbejdsmiljø og social ansvarlighed?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Indarbejder virksomheden sociale, miljø- eller arbejdsmiljø mæssige foranstaltninger i jeres produkt/tjenesteydelse?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Stiller virksomheden krav til sine leverandører om, at de skal leve op til krav inden for miljø, arbejdsmiljø og social ansvarlighed?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Har virksomheden deltaget i udbud, hvor CSR var et vurderingskriterie?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke

Socialt engagement

Forklaring Start Næste >>


Spørgsmål	Virksomhedsnavn	Kundenavn
Fremgår eller kommunikerer I offentligt om sociale forhold? (social rapport, hjemmeside o.lign.)	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Har I politikker, procedurer eller nedskrevne holdninger, som adresserer børnearbejde?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Har I politikker, procedurer eller nedskrevne holdninger, som adresserer tvangsarbejde?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Har I politikker, procedurer eller nedskrevne holdninger, som adresserer organisationsfrihed og retten til kollektive forhandlinger?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Har I politikker, procedurer eller nedskrevne holdninger, som adresserer diskrimination?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Findes der politikker, procedurer eller nedskrevne holdninger, som adresserer arbejdsled?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Findes der politikker, procedurer eller nedskrevne holdninger, som adresserer fysisk afstraffelse?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Stiller virksomheden krav om social ansvarlighed hos jeres kunder?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke
Findes der politikker, procedurer eller nedskrevne holdninger, som adresserer korruption?	Ja/Nej/Ved ikke	Ja/Nej/Ved ikke

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VALUE-BASED SALES



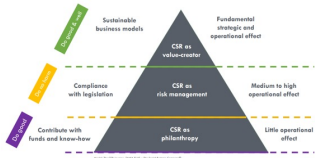
1. Open questions about customer's processes
2. Elaborating questions
3. Challenging questions
4. Presentation of solution

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EXAMPLES OF QUESTIONS



Are you experiencing sustainability demands from your market? If not, (when) do you expect to?

When do you think investors/shareholders/customers/consumers will put sustainability demands?



Do you see a need for working with sustainability as part of your business?

Can you see any potential benefits for you to work with the sustainability agenda?

Do you have a plan for your sustainability efforts? Do you report on sustainability?

Do you use the SDGS as a part of your sustainability framework?

How fast would you like to be able to communicate results? What kind of results?

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Hvis det er noget, der giver værdi for kunden, lægger vi vægt på det - og hvis ikke, gør vi ikke. Vi stiller spørgsmål som fx "Hvad betyder det med bæredygtighed for jer", "Hvordan har I tænkt jer at omsætte det i jeres indkøbsproces?" (ofte sidder kunden ikke med ideen til, hvad man så kan gøre - men det kan vi så byde ind med forslag til). Denne tilgang har enkelte gange ført til, at vi ikke har præsenteret noget som helst, idet vi ikke har kunne se os som en værdi-skabende faktor i kundens processer.




DFD Jan Højvang Matthiesen, Section Manager




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SALES
TRAINING
OF ALL STAFF

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SALES TRAINING | EXAMPLE



Sustainability Network

Focus: Sites and communities



Eco Advocate Program

Focus: Customers



Eco Advocate content levels



4. Customer intimacy & briefings
(Speakers' Bureau) 1:1 mentoring
3. Deeper knowledge + tools 1-hour webcasts + tools
2. Quick tips and news Podcasts
Sales newsletters
1. Basic knowledge Four 10-minute videos


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HOW TOP DANISH COMPANIES SUPPORT SALESPEOPLE

- 1. Training:** In sustainability, terminology, relevant issues to the business and customers, and greenwashing regulation
- 2. Tools:** E.g. approved messages, sales slides, communications checklists, impact calculators
- 3. Vetting:** Checking of sales materials before they are shared externally



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THE SUSTAINABLE SALES PROCESS | GUIDE

- #1 – Segment your customers
- #2 – Understand your customer's interests & needs
- #3 – Relate your CSR efforts to your customer's needs
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- #5 – Invite customers to be part of joint CSR efforts

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HOW DO WE FIT INTO OUR CUSTOMERS' VALUE CHAINS?

VALUE CHAIN

FIRM INFRASTRUCTURE					M A R G I N
HUMAN RESOURCE MANAGEMENT					
TECHNOLOGY DEVELOPMENT					
PROCUREMENT					
INBOUND LOGISTICS	OPERATIONS	OUTBOUND LOGISTICS	MARKETING AND SALES	SERVICE	

VALUE SYSTEM

UPSTREAM VALUE: SUPPLIER VALUE CHAINS

THE FIRM'S VALUE CHAIN

DOWNSTREAM VALUE: CHANNEL VALUE CHAINS, END-USER VALUE CHAINS

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

WHERE DO WE HAVE A POSITIVE/NEGATIVE IMPACT?

Forretningsmodellen

Partners, Aktiviteter, Resourcer, Værdifaktorer, Kundereaktioner, Kundene, Værdi til kunderne, Omkostninger, Indtægter

LIFE CYCLE

1. RAW MATERIALS, 2. MANUFACTURING, 3. TRANSPORTATION, 4. INSTALLATION, 5. USE, 6. MAINTENANCE, 7. DISPOSAL, 8. REUSE

Product development Purchasing Production Distribution and service Product in use Re-use

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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

SUSTAINABILITY BUSINESS MODEL CANVAS | TEMPLATE

Vision, mission and strategic objectives

- Vision: xxxxxxxx
- Mission: xxxxxxxx
- Strategic objective: xxxxxxxx

<p>Key partners</p> <ul style="list-style-type: none"> • Environmental operations - Main supplier • Ideation Day • XXX Dialogue (Innovation) • Environmentally friendly technology • Responsible supply chain <p>Which value-creating CSR-alliances could we engage in within our value chain?</p>	<p>Key activities</p> <ul style="list-style-type: none"> • Digital solutions - handicap • Environmentally friendly technology • Closure of plant • Electronics - waste • Ideation Day • Dialogue (Innovation) 	<p>Value proposition</p> <p>How can our work with corporate social responsibility strengthen our customer value proposition?</p>	<p>Customer relations</p> <p>How can we, through our CSR initiatives, involve and strengthen relationships with our customers?</p>	<p>Market & Customer segments</p> <p>How can we support our customers' CSR-related business needs?</p> <p>And how can we possibly attract new segments with our CSR profile?</p>
<p>Cost structure</p> <ul style="list-style-type: none"> • Staff associations • XXXXX Camp • Student jobs • Equality • Video and teleconferencing 	<p>Key resources</p> <ul style="list-style-type: none"> • Empowerment project • Leadership development • Anti-stress • Graduate programme • XXXXX partnership • Diversity – employees • Physical & mental work environment • Responsible supply chain management 	<p>Revenue stream & pricing model</p> <p>(How) can we make profit by integrating CSR into our business?</p>		

Business risks

- Strategic risks:
- Financial risks:
- Operational risks: **Anti-corruption**

What is the risk of not integrating social responsibility into our business?

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VALUE PROPOSITION

Your Value Proposition

People
Social variables dealing with community, education, justice, social resources, health, well-being, quality of life

Planet
Environmental variables relating to natural resources, water & air quality, energy conservation & land use

Profit
Economic variables dealing with or contributing to the bottom line & cash flow

Viable

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THE CUSTOMER VALUE PROPOSITION | MODEL

Value Proposition:
The value that you offer your customer segments.

- Key activities:** The things you do to make your ValueProposition happen.
- Key resources:** The things required to deliver on your Value Proposition.
- Customer relationships:** How you relate to people listed in customer segments.
- Customer segments:** The demographic groups you serve.
- Revenue stream:** The ways you make money.
- Cost structure:** How you pay to run your business.
- Key partners:** The vendors and suppliers you do business with.

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SALES ARGUMENTS

<p>Business – How do we create a measurable gain for the customer?</p>	<ul style="list-style-type: none"> • • •
<p>Compliance – How do we help customers to follow the regulations and norms?</p>	<ul style="list-style-type: none"> • • •
<p>Do Good – How do we help customers to do the right thing?</p>	<ul style="list-style-type: none"> • • •

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WHY YOU SHOULD CHOOSE THE FISCHER LIGHTING CONCEPT

CE

Quality
Certified solutions of the highest quality. Our LED-lighting meets all applicable standards of safety and quality on each product we install.

Economy
Save money by using what you have. Rather than investing in new lighting fixtures, save money on existing fixtures. You minimize maintenance costs while securing a solution for the future in overall economic framework.

Design
Maintain your architectural expression. By upgrading existing fixtures, it is possible to retain the aesthetic expression intended in the design of your building. All of our tailor-made solutions provide the optimal quality of light, and a lighting design to give you maximum comfort.

Comfort and work environment
Improve your comfort and working environment. With functionalities such as circadian rhythm lighting, we make use of the way lighting impacts human experience and productivity, beyond just saving on energy. Our LED-solutions featuring dynamic lighting control can provide you with a working environment which increases productivity and employee well-being.

Sustainability
A more sustainable choice. Our design solutions are based on the principle of circularity and go against the culture of disposable single-use objects. All parts can be repaired and re-used, reducing carbon emissions by up to 42% in comparison to newly produced lighting fixtures.

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MODULE 3
PART 3 – CUSTOMER ENGAGEMENT
CONSUMER ENGAGEMENT (B2C)
SUSTAINABILITY & SALES (B2B)

DIFFERENTIATION

HOW THE BETTER EFFECT INDEX WORKS

RAW MATERIALS AND RESOURCES	2.7
CLIMATE	1.2
PURE MATERIALS	2.7
SOCIAL RESPONSIBILITY	2.3
REUSE	2.0
ERGONOMICS	2.7

2.26

#module3 #sales #cases

VALUE PROPOSITION

Design Chair made of Ocean Plastic

The chair's name is 'RUM'
Short for:
Re-Used-Materials

RUM is available for sale now for all conscious consumers.

Buy online & remove 2 kilos ocean plastic

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MODULE 3 INTRO
DAY 3 – CUSTOMER ENGAGEMENT
CONSUMER ENGAGEMENT (B2C)
SUSTAINABILITY & SALES (B2B)

Den filantropiske fortælling er mindre interessant end den forretningsbårne fortælling. Vores samarbejde med UNICEF, indsats overfor udsatte grupper, overholdelse af code of conduct er ikke det, der påvirker priserne. Men fordi vi arbejder med effektivisering af transport, bæredygtig produktion, cirkulær økonomi, længerevarende leverandørsamarbejder osv, kan vi holde vores lave priser. Vores vigtigste opgave er at skabe forståelse for, at bæredygtighed også handler om langsigtet økonomisk bæredygtighed.

- Jonas Engberg, Sustainability Manager

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INTERNAL SALES SUPPORT

People & Planet Positive
IKEA Group Sustainability Strategy for 2020


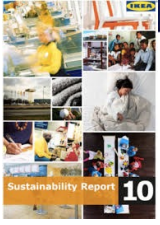




Please visit People & Planet on www.IKEA.com
First published: October, 2012
Updated: June, 2014



CONTENT PEOPLE & PLANET POSITIVE

01. The world around us
02. IKEA vision and business foundations
03. People & Planet Positive
04. Enabling change
05. Overview: People & Planet Positive
06. A more sustainable life at home
07. Resource and energy independence
08. Better life for people and communities
09. A little IKEA & sustainability dictionary

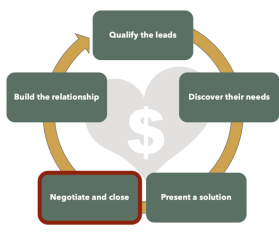








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THE SUSTAINABLE SALES PROCESS | GUIDE




- #1 – Segment your customers 
- #2 – Understand your customer's interests & needs 
- #3 – Relate your CSR efforts to your customer's needs 
- #4 – Build value creation & impact into rewards/bonuses 
- #5 – Invite customers to be part of joint CSR efforts 



The Sustainable Sales Process. TANIA ELLIS - The Social Business Company®

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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)




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MODULE 3 PART 3 - CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

#module3 #sales #incentives #cases





GlaxoSmithKline

GSK
health

GSK creates a new business model with innovative marketing and sales practices

The pharmaceutical company ranks first in both trust and customer value, according to a survey of 4,000 US healthcare professionals. Tom Idle reports...



Sales reps are incentivised on their scientific knowledge of each product, their customer service feedback, and the wider success of the business.

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#module3 #sales #incentives #cases

Intel links a portion of every employee's variable compensation—from front-line staff to our CEO—to environmental sustainability metrics.

Intel 2013 Corporate Responsibility Report

Intel's Corporate Responsibility Oversight Structure

- CEO | Board of Directors (Corporate Governance and Nominating Committee)
- Sustainability Committee
- Management Review Committees
- Business Group and Cross-Functional Teams

Click or tap the ⓘ symbol for additional information.

We have integrated oversight and management for corporate responsibility issues at multiple levels of the company and across different countries where we operate.

Intel's Environmental Sustainability Oversight Structure

- CEO | Board of Directors (Corporate Governance and Nominating Committee)
- Sustainability Committee
- Management Review Committees | Eco Stakeholder Forum | Business Groups
- Employee-driven Initiatives

Click or tap the ⓘ symbol for additional information.

We have integrated oversight and management responsibility for environmental sustainability issues at multiple levels of the company, and across the countries where we operate.

Intel's Ethics and Compliance Oversight Structure

- CEO | Board of Directors (Corporate Governance and Audit Committee)
- Ethics and Compliance Oversight Committee
- Ethics and Legal Compliance Group (Ethics, Auditors, Anti-corruption and Global Compliance Programs)
- Business Champions (Business Units, Regional, Site Level)


Click or tap the ⓘ symbol for additional information.

In addition to these groups, Intel organizations such as Finance, Audit, Human Resources, and Legal provide essential expertise and support to help management and employees execute to the company's ethics and compliance expectations.

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MODULE 3 | PART 3 – CUSTOMER ENGAGEMENT | CONSUMER ENGAGEMENT (B2C) | SUSTAINABILITY & SALES (B2B)

THE SUSTAINABLE SALES PROCESS | GUIDE









- #1 – Segment your customers
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MODULE 3 | PART 3 – CUSTOMER ENGAGEMENT | CONSUMER ENGAGEMENT (B2C) | SUSTAINABILITY & SALES (B2B)

CUSTOMER ENGAGEMENT PRINCIPLES | GUIDE

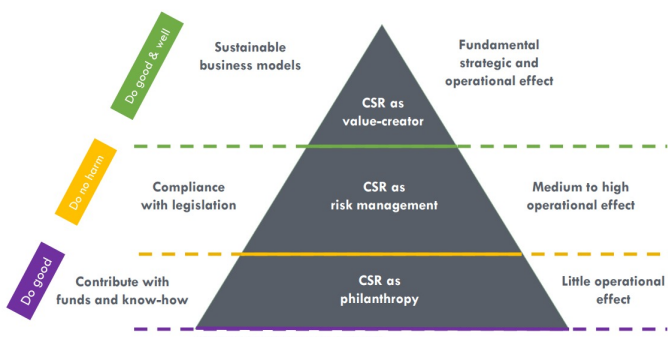
- #1 – Inform 
- #2 – Edit choices 
- #3 – Influence & educate 
- #4 – Nudge 
- #5 – Involve 
- #6 – Co-create 

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MODULE 3 | PART 3 – CUSTOMER ENGAGEMENT | CONSUMER ENGAGEMENT (B2C) | SUSTAINABILITY & SALES (B2B)

VALUE CREATING CUSTOMER ALLIANCES | MODEL




Business – How do we create a measurable gain for the customer?

Compliance – How do we help customers to follow the regulations and norms?

Do Good – How do we help customers to do the right thing?

Model: The CSR Journey, TANA ELLIS – The Social Business Company®

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DO GOOD | EXAMPLE

WATER | FOOD | HEALTH | EDUCATION | CONSERVATION | ECONOMIC DEVELOPMENT | TELECOMM

Affordable solar products to power your world

givepower | WHO WE ARE | PROJECTS | BECOME A PARTNER | Powered by SolarCity

GivePower has given over 300,000 individuals access to electricity in over 13 countries.

SEE WHAT ELSE WE'VE DONE

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One MW. One School.

Our CSR projects provided opportunities for creating compelling digital media featuring of our employees and product in action, exploring frontier markets with new innovations, and engaging existing or prospective partners in new ways, in addition to leaving a meaningful positive impact in thousands of communities around the world.

- David Rechbaum, Global Program Manager

give power FOUNDATION | SolarCity

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COMPLIANCE | EXAMPLE

SPRING OVER HVOR GÆRDET ER LAVEST. MED GOD SAMVITTIGHED




Byggeriet belaster klimaet. Det er ikke nyt. Og det er bestemt ikke godt! Klimakravene til byggeriet skærpes løbende. Det er til gengæld godt. Særligt for klimaet.

Men det stiller også krav til dig: Håndværkeren, entreprenøren og bygherren. For ved alt nybyggeri, er det dig, der har dokumentationspligten. Og dig, der er ansvarlig for at føre 'Klima-logbogen'. Det kan være både besværligt og tidskrævende.

Hos STARK står vi bag dem, der kan deres håndværk. Og bag dem, der bygger fremtidsikkert. Vi mener, at klimaet er for vigtigt til forkerte tal og endeløse beregninger.

Derfor introducerer vi KlimaLog®. For dig og klimaet. Med bare et klik dokumenterer du dit konkrete projekts klimabelastning.

Du handler, vi beregner, og sammen bygger vi professionelt.


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SUSTAINABLE BUSINESS | EXAMPLE


circular FOR zero




CIRCULAR SUPPLY



CIRCULAR COMPANY



CIRCULAR PRODUCTS





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MODULE 3 PART 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B)

THE SUSTAINABLE SALES PROCESS | GUIDE



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MODULE 3 INTRO DAY 3 – CUSTOMER ENGAGEMENT CONSUMER ENGAGEMENT (B2C) SUSTAINABILITY & SALES (B2B) #module3 #sales

16.09.2020 | Strategi & ledelse

Indspark: Sådan får du CSR ind i hjertet af salgsindsatsen

Hvis forretning og samfundsengagement skal gå hånd i hånd, er det ikke nok at bygge ansvarlighed og bæredygtighed ind i design, produktion og leverandørkæde. I sidste ende skal der også være et kommercielt afkast i form af salg. Her er 4 bud på hvordan.

 of Tania Ellis BP
Special Advisor, Speaker and CEO
[Se profil >](#)




1. Kortlæg jeres egen bæredygtighedsindsats - hvor differentierer I jer?
2. Kend dine kunder - forstå hvad bæredygtighed betyder for dem.
3. Fortæl ikke kun om produkttegenskaber - skab også synlighed om værdien.
4. Vær relevant - undgå "masekommunikation".


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MODULE 3 | PART 3 – CUSTOMER ENGAGEMENT | CONSUMER ENGAGEMENT (B2C) | SUSTAINABILITY & SALES (B2B) #module3 #sales

OTHER USEFUL RESOURCES




James Bryce Smith
Sustainability Marketing - Strategy & Creative. Helping B2B companies investing in sustainability create a competitive advantage.



What you'll learn about:

1. The profound impact of sustainability on B2B buying criteria and behaviour
2. Why companies must create sustainability communications specifically targeting customers
3. Opportunities and risks
4. Updating messaging and branding
5. Making sustainability appealing while avoiding greenwashing
6. When is the right time to communicate
7. What sort of content is relevant
8. Who should participate in the initiative
9. How to get started









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KEY LEARNINGS

WHAT YOU HAVE LEARNT...




WHY		Reasons why sustainability should be part of B2B sales efforts
WHAT		The potential business benefits of putting sustainability into sales
HOW		The sustainable sales process in 5 steps
		How to create segmented and relevant sales argumentation
		Different examples of sales value propositions










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KEY REFLECTIONS

REFLECTIONS ON SUSTAINABILITY & SALES 

-  What segmentation criteria could you apply on your customer base?
-  What kind of CSR-related needs and interests do they have?
-  How could you link your own CSR-efforts with customer needs?
-  How could you train & incentivise your sales organisation?
-  Which CSR-efforts could you invite your customers to join?

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MODULE 3

PARTNERSHIPS | COLLABORATIVE CO-CREATION

<p>PART 1</p> <p>WHAT-WHY-HOW</p> <p>THE SUSTAINABLE VALUE CHAIN</p> <p>Sustainable supply chain management & procurement</p> <p>Guest contributor: Value chain due diligence in practice</p>	<p>PART 2</p> <p>WHY-WHAT-HOW</p> <p>VALUE CHAIN ALLIANCES & PARTNERSHIPS</p> <p>Expert deep-dive: Measuring Scope 1-3 emissions</p> <p>Sustainability partnerships</p>	<p>PART 3</p> <p>WHAT-WHY-HOW</p> <p>CUSTOMER ENGAGEMENT</p> <p>Consumer engagement (b-t-c)</p> <p>Sustainability & sales (b-t-b)</p>
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We inspire and help companies & professionals create value for society and the bottom line with our:

Speaking (trends) | Club (networking) | Academy (training) | Consulting (business development)

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