

CONVERSATION GUIDE

# YOUR CUSTOMERS WANT TO BE MORE SUSTAINABLE

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**You** have developed a  
**sustainable solution.**

**How** are you **helping** them buy it?

[C2IMPACT.COM](https://www.c2impact.com)

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# START THE CONVERSATION TODAY

Is this guide for us?

**IF YOU ANSWER "YES" OR "SOMETIMES" TO ANY OF THESE QUESTIONS...**

Are we struggling to get our buyers' time and attention?

Are we finding ourselves competing on price?

Are we dealing with long sales cycles? No decisions?

Are we having difficulty driving expansion or securing retention?

**...KEEP READING**

## **Purpose of this guide**

Selling is hard. Buying is harder - especially for sustainable solutions.

Your customers are often dealing with: a lack of clarity on their sustainability strategy, complex buying teams, competing priorities, risk of transitioning from status quo,...

How are you helping them through this difficult journey? Could you do more?

We developed this guide for you to help drive an open discussion with your go-to-market team and identify areas for growth.



Successful companies help their buyers buy

THERE ARE

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# 3 KEY AREAS

SUCCESSFUL COMPANIES FOCUS ON  
TO HELP THEIR BUYERS BUY

**01**

**Establishing Relevance  
& Helping set the buying agenda**

**02**

**Influencing, supporting and  
facilitating the success of the  
buyer's journey**

**03**

**Ensuring buyers' realization of  
outcomes and value**

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# KEY AREA 1

## Establishing Relevance & Helping set the buying agenda

### HOW WELL ARE WE...



...helping our buyers think about their current needs and anticipate their future needs?



...providing points of view on how to solve for current and emerging challenges and opportunities?



...helping our buyers understand the value at stake and/or risk of inaction?

*Notes*

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# KEY AREA 2

## Influencing, supporting and facilitating the success of the buyer's journey

### HOW WELL DO WE...

-  ...understand who and what we are competing against – including other priorities, status quo?
-  ...help our buyers understand our differentiation in a clear and compelling way?
-  ...provide content, tools, and support to our buyers to make sure their buying journey is successful?
-  ...understand and appeal to the diverse needs and priorities of buying teams?
-  ...help our buyers create a compelling case to act?

Notes

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# KEY AREA 3

## Ensuring buyers' realization of outcomes and value

### HOW WELL ARE WE...

- ...helping prepare our buyers to realize expected outcomes?
- ...working with our buyers to measure and manage their success?
- ...helping our buyers turn measurable success into opportunities to drive additional value?

*Notes*

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# SO, NOW WHAT?

What are some quick changes we can make that will have the biggest impact?

- How can we better align sales, marketing, solution development, and customer success to support our customers' needs?
- How can we provide content, tools, and support to our buyers when, where and how they need/want it?
- How will we monitor and adapt to ongoing changes in our buyers' buying behaviors?
- How will we measure our effectiveness?

*Notes*

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# WE ARE HERE FOR YOU

Did your conversation create more questions than answers?  
Let us help. We invite you to book a 30-min free session with us explore  
some thoughts that can be useful to you.

SET UP YOUR  
FREE CALL HERE

OR

EMAIL US AT  
LETSTALK@C2IMPACT.COM

