Category

Commercial Excellence

Commercial Excellence for Selling Sustainability & Green Offerings Playbook

Selling sustainability value with evidence buyers can defend, not marketing claims that invite skepticism

- Practitioner
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- Administrator
- 07 March 2022
- 3 minute(s)

Overview

A framework for commercial excellence in selling sustainability and green offerings — grounding sustainability value propositions in credible, verifiable evidence buyers can defend internally, avoiding the common pitfall of sustainability marketing claims that invite buyer skepticism or accusations of greenwashing.

Why do sustainability-focused sales conversations sometimes

struggle to convert despite genuine buyer interest in sustainability? Buyers increasingly scrutinize sustainability claims for credibility, and vague or unverifiable claims can trigger skepticism or greenwashing concerns even when the underlying sustainability value is

genuine — credible, verifiable evidence is essential for these claims to actually support the sale.

What makes a sustainability value proposition credible enough for

buyers to defend it internally? Specific, verifiable evidence — third-party certification, quantified impact data, transparent methodology — that the buyer can reference confidently if their own sustainability or procurement claims are later scrutinized internally or externally.

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