

# Updated Sales Narrative 2025

***What sets [company] apart is our One Team approach.***

## **Slide 1: What is the One Team approach?**

When you work with [company], you work with ONE team for your end-to-end carbon management and accounting needs.

It's a single relationship to help you:

- Implement, onboard, and manage your carbon accounting platform
- Collect and QA emissions data and calculate your annual inventory
- Prepare CDP submissions, build decarbonization roadmaps, understand pathways to decarbonization, set targets, make use of your data, and receive ongoing strategic guidance

With [company]'s One Team approach, you have a single vendor that becomes an extension of your team – providing year-round advisory and support, without hidden fees or the need to hire expensive third-party consultants.

## **Slide 2: Why is the One Team approach important?**

Corporate carbon management is more complex than it seems.

Software alone won't solve your challenges; it will only surface them.

Without in-house expertise and consulting support, organizations often find themselves juggling multiple vendors, turning a promise of simplicity into a web of misaligned teams and inefficiencies.

This is where [company]'s One Team approach changes the game. Instead of leaving you to manage a software vendor, implementation vendor, and different third-party consulting vendors, you work with one team. There's no confusion about where you need to go when you have any question about your corporate sustainability strategy – from technical platform questions to strategic sustainability advice.

In short, the One Team approach reduces the complexity of carbon accounting.

And here are some of the key ways we do that...

### **Full-service implementation that sets you up for success**

Not only are we experts in carbon accounting, but we're also experts in our own software. That's why we never outsource implementation and why it's included within your bundled contract.

Implementation is a complex process that requires many moving parts, like:

- Data discovery, collection, transformation, and QA
- Technical platform configuration to customize the software to your business structure
- Training your team on how to properly use the tool

Because of the complexity and time commitment to set software up for use, many vendors will charge extra for these services or point you to costly third-party implementation providers.

At [company], we never outsource implementation or technical support, and we include these services within your bundled contract. You can rest assured that your software will be implemented correctly and your team will understand how to use it, with no hidden fees or upcharges.

### **Technical support & strategic consulting, all in one place**

With our One Team approach, you gain more than just technical support—you get a strategic partner who consolidates technical and sustainability expertise under one team, eliminating the need for multiple vendors and streamlining decision-making for a more efficient, confident approach to carbon management.

- **Fast, reliable answers**

Because our software engineers, data QA experts, solutions leads, and sustainability consultants operate as a unified team, you won't have to navigate layers of communication or wait for vendors to align when challenges arise. With a single, dedicated team, you get fast, reliable answers—without the delays caused by information handoffs.

This streamlined approach is especially critical during high-pressure periods, like CDP submission deadlines, audits, and verification.

- **Strategic alignment**

When you work with us, you're not managing multiple vendors or struggling to align different teams. Instead, you have a single, dedicated partner that understands your inventory, priorities, and strategic goals from day one. With a cohesive strategy that integrates software, data, and consulting expertise, we help you move seamlessly from planning to action.

Whether you're preparing your annual inventory, navigating CDP submissions, or executing your decarbonization roadmap, our unified approach ensures that every step is informed, efficient, and aligned with your business objectives.

- **Direct line to an expert**

No matter your question—whether it's about regulations, market shifts, technical challenges, your inventory, or long-term strategy—you have direct access to sustainability experts who can provide the answers. Instead of navigating multiple vendors or waiting on fragmented responses, you get fast, informed guidance from a team that fully understands your business, goals, and data.

With one team handling both the technical and strategic aspects of your carbon management, you're never left searching for the right expert.

More than just support, we're a dedicated partner, ensuring you have the insights and expertise needed to drive meaningful progress.

## **You save money and make it easier to manage your budget**

Software implementation alone can cost hundreds of thousands of dollars with other providers. With [company], we cover your entire implementation within our software pricing and provide ongoing technical support and sustainability consulting throughout your contract.

- **All-inclusive package**

We will never shock you with surprise fees, ever. You pay one price upfront for all of your implementation services, ongoing technical support, and ongoing consulting support. We will never nickel-and-dime you for the support you need.

- **Easier budgeting**

You don't have to pay multiple vendors separately, meaning fewer budget approval processes and easier tracking.

- **Transparent pricing**

Where you do need support beyond our standard SLAs, for bigger projects like SBTi analysis and commitment, your same team can be available to help, and all pricing will be clearly agreed upon before the project begins

### **Slide 3: How is the One Team approach different from what you get with other vendors?**

We've heard notable feedback about key competitors in the market and how they structure their software offerings. Our customers coming from other vendors share stories of expecting a streamlined approach, then learning that the software they purchased requires significant third-party support to onboard – not only costing far more money than expected, but also meaning yet another team they had to brief on their business and priorities.

We've also heard of vendors charging extra to answer simple questions, take meetings, or even provide technical support – all work we've found is mandatory for a successful implementation and ongoing effectiveness of carbon management software.

This fragmented approach not only drains your budget but also takes up critical time and resources that you could have spent driving meaningful change across your organization.

[company] prioritizes transparency and simplicity in our pricing, bundling software with our expert implementation and consulting services, with no hidden fees. We also have a dedicated team assigned to your account that becomes an extension of your own team, allowing you to focus on high-impact projects *beyond* just emissions tracking.

With our One Team approach, you'll have more time and more money to focus on what really matters – driving decarbonization and making an impact on your organization's broader business strategy.

Imagine your sustainability team having the bandwidth to collaborate with procurement on responsible sourcing initiatives, help your marketing team enhance brand reputation and attract environmentally conscious customers, or help your finance team identify areas for cost savings through renewable energy projects. Our One Team approach gives you the time, resources, and budget needed to be able to do all of this.

Don't assume other vendors are the same. Here are some questions you should ask during your evaluation process with other vendors, to understand the full picture and to budget your time and resources accordingly.

## Slide 4: Ending thoughts: Why clients choose us for our One Team approach

We believe strongly in this approach. Through almost 10 years of iteration, we have found that the One Team approach is the most effective, value-driving way to do business with sustainability teams of all levels of maturity.

When you have one cohesive team that understands your business objectives, your sustainability goals, and the complexities of your inventory, plus the ins and outs of the software you are using to manage your corporate sustainability program, it's easier and more affordable to meet your decarbonization goals.

Our clients love the one team approach; it's why we have an NPS score above 65, which is more than 2x the enterprise software average.

In summary, companies choose to work with [company] BECAUSE of our One Team approach.

Our clients receive a seamless experience from implementation to ongoing decarbonization. They achieve real results because they have a full team helping them reach their goals. And they never have to worry about the budget because they know that what they pay up front is all that they will pay throughout their contract.