



DO YOU WORK IN SALES OR SOME OTHER TYPE OF CLIENT-FACING ROLE? GOOD NEWS:

YOUR JOB

IS A CLIMATE JOB

Read through this checklist and pick one or more actions to pursue. (Bonus: Work your way through all of them!)

MANAGING SALES

- Rethink sales models by: prioritizing services over goods; extending product warranties; expanding opportunities for product repair; offering rental options; developing reuses for products; and other actions that reduce waste and overconsumption.
- If you manage a sales team, institute incentives based on sustainability targets (for example, providing bonuses if a salesperson sells to a certain number of companies with science-based climate targets).

PRICING AND FEES

- Work with your organization's sustainability and finance teams to integrate the cost of carbon into the products you make and the services you provide (a "carbon fee").

ENGAGING CUSTOMERS AND CLIENTS

- Engage your department in discussions about phasing out the products and services you offer to fossil fuel companies and other extractive businesses.

- Using your knowledge and understanding of the customer, work with the marketing team to engage and inspire customers to take climate action.

If you work in a client-facing industry:

- Serve more clients that work in climate advocacy. Consider pro bono work.
- Encourage your clients to consider climate implications as they make their own business decisions.

DIALOGUE AND ACTION

- Build community with other climate-concerned colleagues on your team and beyond. Raise your collective concern at team and all-staff meetings.
- Network with sustainability leaders in your customers' and clients' organizations to understand their climate goals. Find ways you might help them meet those goals.

- Research your clients' climate targets and integrate the above ideas into your proposals (or into your client briefs if you're the client).

- Bring the issue of the climate crisis to the attention of attendees at sales events. Do what you can to ensure that organizations you and your customers and clients are involved in are paying attention and taking action, too.

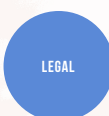
TRAVEL

- Minimize fossil fuel-intensive business travel and opt for virtual gatherings. If possible, instead of flying, choose lower-carbon options such as the train.

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