

# Carbon Campaign

## Quick Reference Guide for Leaders

### Coach. Connect. Covert.

This guide helps you reinforce Carbon Campaign enablement events in your 1:1s, team meetings, and opportunity reviews. Use it to ask targeted questions, coach based on the deal stage, and support sellers in moving leads forward. The benefit? More confident reps, more precise next steps, and visible momentum in Salesforce.

## 1 Carbon Campaign Recap

Campaign is active.

- Carbon Campaign related enablement and training events:
  - 02-20 BiWeekly launch
  - 03-20 BiWeekly roleplay
  - 04-03 BiWeekly carbon services recap
  - 06-12 BiWeekly carbon campaign recap & conversion support
  - Carbon Campaign Office Hours 03-26 through 08-28
- Goals:
  - Turn engagement into pipeline movement
  - Log activities in Salesforce

## 3 Accountability Actions

Quick checkpoint action items for member:

Can we commit to revisiting this "lead/campaign"...(when)?

How will you use the CTA email templates or assets?

Will I expect to see movement noted in the Salesforce record?

### Resources

Carbon Management on EVE-SRM

EVE-SRM

## 2 Manager Prompts by Scenario

Each seller will be at a different stage with their carbon campaign leads: some may have yet to reach out, others might be stalled, while a few could already be engaged in pricing discussions.

Use these prompts during one-on-one, team meetings, opportunity reviews, or deal strategy sessions to:

- Uncover any blockers
- Reframe opportunities from a new perspective (e.g., focusing on stakeholder alignment or data support)
- Provide intentional coaching based on their current situation rather than merely their deal stage

### 6 Coaching Questions

Scenario	Ask your team member
Not Followed Up Yet	<ul style="list-style-type: none"> <li>• What is holding you back from reaching out?</li> <li>• Who could you partner with internally to make the first touch easier?</li> </ul>
Initial Touch, Stalled	<ul style="list-style-type: none"> <li>• What value could you reintroduce to reopen the conversation?</li> <li>• Are we talking to the right stakeholder?</li> </ul>
Pricing Requested	<ul style="list-style-type: none"> <li>• What is the prospect still unsure about?</li> <li>• Can we use data or a visual to make the value clearer?</li> </ul>