

Sales Executive – Digital Carbon Measurement Platforms & Carbon Credits

(Cross-Sell & Expansion Role)

About the Role

We're looking for a high-energy, commercially sharp Sales Executive to drive **cross-sell and expansion** across our existing customer base of thousands of businesses, as well as driving new business to increase the existing base.

Carbon Footprint Ltd is moving fast. We are shifting from voluntary action to a "Compliance-First" ecosystem. You will introduce existing clients to **Sustrax** (our carbon management software) and **COMP** (our high-integrity carbon credit marketplace), helping them navigate the complex landscape of **Net Zero** and compliance reporting.

This is a role for someone who is **dynamic, hungry for growth, and brilliant at spotting opportunity** within established relationships, as well as comfortable presenting strategic solutions to prospective new clients.

What You'll Do

- **Mine the Base:** Identify and convert cross-sell opportunities within a large, warm customer base
- **Sell the solution:** Position our digital carbon-measurement platform, Sustrax, not just as software, but as the essential tool for regulatory compliance (including SECR, UK SDR, ESOS and CBAM).
- **Build strong relationships:** Work with existing clients to understand their sustainability needs and maturity
- **Drive Climate Action:** Advise customers with COMP (our carbon credit marketplace) on carbon-credit quality, verification standards, market dynamics, and why "taking responsibility" matters more than just "neutrality."
- **Consultative Sales:** Deliver compelling demos, proposals, and commercial negotiations
- **Collaborate:** Work closely with Customer Success, Product, and Marketing to drive adoption and maximise lifetime value
- **Progress Reporting:** Track engagement, usage, and signals to prioritise high-potential accounts

What You Bring

- **Commercial Hunger:** A proactive, hungry, opportunity-spotting approach
- **Tech-Savvy:** Experience in SaaS or a strong ability to learn complex software quickly. You are comfortable demonstrating dashboards and data tools.
- **Regulatory Awareness:** An ability (or willingness to learn) to translate complex sustainability concepts (Scope 3, Net Zero, Compliance) into clear commercial value.
- **Commercial strength:** in expansion selling, account development, or solution-based upselling

- **Intelligent Selling:** Ability to translate complex sustainability concepts into clear commercial value
- **Relationship Skills:** Strong relationship-building skills and confidence engaging multiple stakeholders
- **The Right DNA:** Agile, curious, and genuinely interested in the transition to a low-carbon economy.

Why This Role Matters

Our customers are increasingly under pressure to measure, reduce, and credibly compensate for their emissions. You will help them move from "spreadsheet chaos" to "automated compliance" via **Sustrax**, while unlocking significant commercial value for the business.

Who Succeeds Here

People who thrive in:

- Warm-pipeline, relationship-driven sales
- Fast paced, High-growth SaaS or climate-tech environments
- Roles where curiosity, pace, and commercial instinct matter
- Situations where you're trusted to spot and shape opportunities independently

The Successful candidate

- Lives on the Phone/MS Teams call F2F with the client
- Has awesome listening skills
- Thrives when challenged – supreme objection handling
- Is always energetic & engaging without being 'too much'
- Inspires others
- Has a genuine passion for sustainability and climate-tech.

What we provide

- £ competitive basic – OTE £100k+ uncapped
- Hybrid working
- Generous pension (non-contribution)
- Fast moving, flat structure , can-do, first to market culture
- Progression to senior level for high performer
- The chance to have a huge, measurable impact on the climate crisis by helping organisations on their Net Zero journey.

How to Apply

If you are ambitious, commercially sharp, and excited by the idea of helping thousands of existing customers accelerate their climate-action journey, we'd love to hear from you.

Apply with CV to wendy.buckley@carbonfootprint.com