



Values Sell: Transforming Purpose Into Profit Through Creative Sales and Distribution Strategies (Social Venture Network Series)

Nadine A. Thompson, Angela E. Soper

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Sales and distribution are the lifeblood of any business. But how can a values-driven, socially responsible business compete with those for whom the bottom line is the only measure of success? The answer: get creative!

In this practical and inspiring guide, Nadine Thompson and Angela Soper draw on real-world examples--from Tom's of Maine, Seventh Generation, Honest Tea, and many other innovative companies--to detail concrete steps for designing sales and distribution strategies that fit the needs, interests, and habits of your target customers. They show how to turn your stakeholders into enthusiastic partners by ensuring that all of your relationships--with your salespeople as well as other employees, your customers, and your suppliers--are beneficial and fulfilling on more than just an economic level.

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