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For Immediate Release

Values Sell

Transforming Purpose Into Profit

Through Creative Sales and Distribution Strategies

By Nadine A. Thompson and Angela E. Soper

Is there such a thing as a socially responsible sales and distribution strategy? Can values-driven businesses, which have to balance mission and margin, successfully compete with businesses for which the bottom line is the only measure of success?

Absolutely, say award-winning entrepreneur Nadine A. Thompson and coauthor Angela Soper. But you have to get creative!

In their new book, *Values Sell: Transforming Purpose Into Profit*, Thompson and Soper draw on real-world examples to show how a values-driven business can establish a foundation from which innovative sales and distribution strategies naturally flow. In researching the book, the authors spoke to entrepreneurs prodded into their businesses by such diverse motivations as redwood splinters, Alabama clay, thirst, and too many bags of salad greens to discover what works and what doesn't. Each chapter begins with a specific dilemma faced by one of the businesspeople they interviewed—what they term a “Creative Challenge”—and ends with the “Collective Wisdom” they gleaned from the case studies in that chapter.

Thompson and Soper lay out concrete steps for communicating a powerful, motivating vision for your business and for designing sales and distribution strategies that fit the needs, interests, and habits of your target customer. They show how to turn stakeholders into enthusiastic partners by ensuring that all 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. And they stress the importance of continually educating your partners about the unique benefits that your product or service provides.

Coauthor Nadine Thompson practices what she preaches. She is President, CEO and Cofounder of Warm Spirit, which is not just a business but a community of over 20,000 women and men who are empowered entrepreneurs and change agents. In creating a company to sell personal care products mainly to African-American women, Nadine and her partner (Daniel Wolf) were motivated to seek out a line that would meet their customers' complex needs. Warm Spirit's unique marketing plan returns approximately 50 cents from each dollar of revenue generated back into the pockets of the consultants, and therefore recycles wealth and profits directly back into the communities that they live in.

More...

Nadine A. Thompson is president, CEO, and cofounder of Warm Spirit, a health and beauty product company. In 2006, Warm Spirit won the Emerging Company of the Year award from *Black Enterprise Magazine*.

Angela E. Soper is a freelance writer, media consultant, and documentary filmmaker. She has written for *The Washington Post*, *People Magazine*, and Pax Television. Her videos for Nu Skin Enterprises won numerous industrial film awards.

"When it comes to building a successful business, sometimes it is ingenuity that inspires larger sales and creates new distribution channels. Thompson and Soper have captured the essence of doing well by doing good by demonstrating that outside-the-box thinking can net impressive sales results."

—Bob Fisher, Chairman of the Board, Gap Inc.

*"Bravo! **Values Sell** is a delightful book: meticulously researched, with a breezy, readable style, lots of practical advice, great examples of entrepreneurs and of how the pursuit of their vision and the pursuit of their values go hand in hand. I think this is a great primer for startups that want to be socially responsible and successful at the same time."*

— Brent Bowers, small business editor at the New York Times and formerly a reporter and editor for The Wall Street Journal

"This important book is not written by academics but by true 'values sell' entrepreneurs. Both employees and customers today are concerned about the greater good and about the planet more than ever before. The timing on this book is perfect. It is all about how embracing values and creativity can be the difference between strong sales and stagnant growth. Thompson and Soper offer practical yet innovative advice coupled with real business examples that can help any business operator be more profitable."

— Gerry Laybourne, Chairman and CEO, Oxygen

"Growing a business is one of the hardest challenges entrepreneurs face. Nadine and Angela reduce it to a few, elegant principles that are fool-proof."

—Bruce Hallet, Former President, Time Magazine and Sports Illustrated

"Values Sell: Transforming Purpose into Profit charts a course through today's commercial wilderness for nascent socially responsible businesses that seek success without compromising their principles. Whether your company is a seedling or already in bloom, this book is the sustainable nutrient that will make it grow."

— Jeffrey Hollander, President and CEO of Seventh Generation

Values Sell: Transforming Purpose Into Profit Through Creative Sales and Distribution Strategies
By Nadine A. Thompson and Angela E. Soper

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About the Social Venture Network Series

Until now, most books on socially responsible business practices have been aimed at major corporations. But small businesses are far more receptive to the “triple bottom line” of people, planet, and profits, because so many of them are started by people determined to bring their personal values to the workplace. And small businesses collectively are huge—they employ half the workforce. Of the more than five million businesses in the United States, only 17,000 have 500 or more workers.

To serve this large and growing market, Berrett-Koehler Publishers has partnered with Social Venture Network (SVN) to produce a series of low-priced, down-to-earth paperback guides that will walk readers through the practical steps of starting and growing a socially responsible business. This series represents the merger of the Berrett-Koehler value of “creating a world that works for all” and Social Venture Network’s commitment to building a just and sustainable world through business.

Far too many companies are focused on the bottom line to the exclusion of everything else. But the members of SVN and the staff of Berrett-Koehler know from their own experience that there can be a new bottom line for business—one that values healthy communities and the human spirit as well as high returns. Drawing on the expertise of SVN members, the Social Venture Network Series will show the owners and managers of small companies how easy—and how profitable—it can be to run a values-based business.

Other books in the Social Venture Network Series are: *Values-Driven Business: How to Change the World, Make Money, and Have Fun* by Ben Cohen and Mal Warwick, *True to Yourself: Leading a Values-Based Business* by Mark Albion, *Marketing That Matters: 10 Practices to Drive Your Socially Responsible Business* by Chip Conley and Eric Friedenwald-Fishman and *Growing Local Value: How to Build Business Partnerships That Strengthen Your Community* by Laury Hammel and Gun Denhart.

About Social Venture Network: Since its founding in 1987, SVN has grown from a handful of visionary individuals into a vibrant community of 400 business owners, investors, and nonprofit leaders who are advancing the movement for social responsibility in business. For more information, see the SVN web site: www.svn.org.