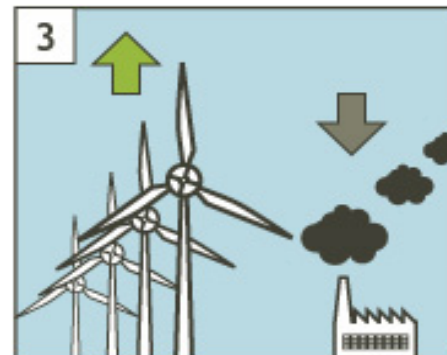
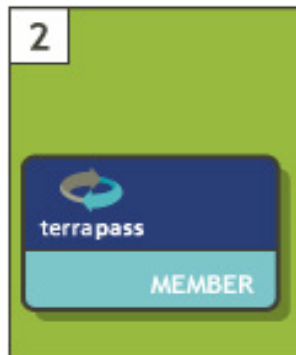
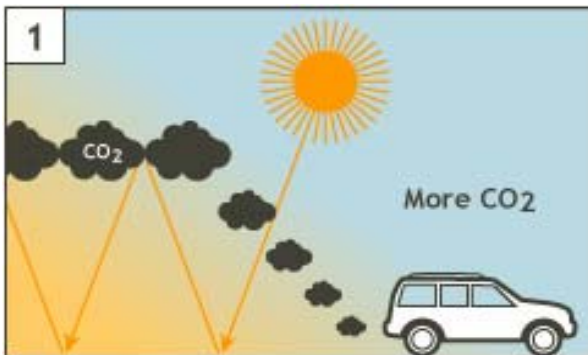


# SALES PARTNERSHIPS

Professor Karl T. Ulrich





## Sales Partnerships

- Who already has access to your target customers?
- In what way can you add value for the sales partner?
  - (Pay them? Complementary product? Brand enhancement?)



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I REDUCED



6,000  
LBS OF CO<sub>2</sub>



8,000  
LBS OF CO<sub>2</sub>



12,000  
LBS OF CO<sub>2</sub>



20,000  
LBS OF CO<sub>2</sub>

## TerraPass launches partnership with Expedia to bring carbon balanced flight to all travelers

 **Expedia.com** Big news, people: Expedia and TerraPass have partnered

in a program to offer Flight TerraPasses to travelers when they buy plane tickets.

Although the travel industry has undertaken limited experiments with this kind of offering before, this is the first program of its size and scope to offer measured, verified greenhouse gas reductions to all travelers. Expedia will offer TerraPass to every U.S. traveler who buys a plane ticket through their web site.



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**REDUCING YOUR CARBON FOOTPRINT JUST GOT A WHOLE LOT TASTIER!**  
Put your feet up and treat yourself while treating our planet better. After all, it's the only one with chocolate on it.

**CONTAINS: 3.5oz** of feel good all natural premium **DARK CHOCOLATE** (55% cocoa) plus TerraPass™ verified carbon offsets to balance one's average daily contribution to climate change.\*



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