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## **Salesforce and B Corporations: The First B Corporation Service Partnership**

In the first B Corporation Service Partnership, Salesforce.com Foundation is offering B Corporations roughly an **75% discount** on their CRM platform (Enterprise Edition). Several B Corporations are already signed up or in the pipeline. [Sign up](#)

Salesforce.com Foundation wants to extend its industry-leading non-profit program to support triple bottom line businesses. B Corporations make it easy for Salesforce.com Foundation to accomplish its objective because B Corporations make it easy to distinguish between “good companies” and just good marketing.

Tens of thousands of companies of all sizes and in diverse industries use Salesforce for their customer relationship management (CRM) needs, from sales force automation, to partner relationship management, marketing, and customer service. Traditional businesses pay \$01,500 per user for the comparable Enterprise Edition of Salesforce; B Corporations pay only \$360. For a 20 user B Corporation, that's an immediate savings of almost \$2030,000. (If your company is already a Salesforce user, your B Corp discount will go into effect when you renew your Salesforce contract.)

Two things make this even easier: 1) Salesforce.com offers a **30-day free trial period** and on-line training and technical support; and 2) Class of '08 B Corporation and Salesforce/IT consulting firm Idealist Consulting (Portland, OR) has offered B Corporations a **free consultation** to determine if and how Salesforce.com's CRM platform can help your business, as well as a **25% discount** on Salesforce.com implementation services. You can contact Rob Jordan at [rob.jordan@idealistconsulting.com](mailto:rob.jordan@idealistconsulting.com) or 503-889-8832.

And this is just the beginning. As the marketplace of B Corporations grows, so will the number of B Corporation Service Partnerships bringing immediate financial benefits to B Corporations. Discounts on software, hardware, web services, ad placements, health insurance, access to credit, etc. This is the reward for the leadership of B Corporations in meeting higher standards of performance, accountability, and transparency.

If you have questions, or want to sign up for the free trial, click here to [sign up](#) or contact Heather Van Dusen from B Lab at 610-296-8283 or [heather@bcorporation.net](mailto:heather@bcorporation.net).

As always, thank you for your leadership.

the B Lab team