

Trusted Certificate Seal Launched Also Helps Sales Conversions

JointWinWin.com, a free cause-related marketing business directory has launched it's new trusted certificate seal. Businesses donating 0.8% or more of their gross revenue to charity every year qualify for unlimited website listings. A simple way for business to exercise corporate social responsibility, the new trusted web seal allows business owners to associate with JointWinWin and in so doing increase their chances of more sales conversions.

<http://JointWinWin.com/blog/trusted-certificate-seal-launched>

June 2, 2009 (FPRC) -- JointWinWin has launched a new trusted certificate seal allowing member businesses the opportunity to display their affiliation graphically on important web pages which are likely to help businesses increase their sales conversion.

Trusted web seals such as those provided by sites like HonestEOnline, the Better Business Bureau and Trust-Guard have been shown to increase sales conversions for participating businesses displaying accredited credibility logos.

The new certificate seal from JointWinWin shows consumers how the member business has subscribed to the 11 point business ethics charter which means consumers can expect the highest standards of honesty, integrity and fair play as well as striving to uphold the highest levels of customer satisfaction.

The business code of ethics for members states all members must:

1. Donate a minimum of 0.8% of Gross Revenue To Charity
2. Maximize charity donations in a tax efficient way
3. Strive to uphold the highest levels of customer satisfaction
4. Agree to refrain from illegal or immoral practices
5. Uphold the highest standards of honesty, integrity and fair play
6. Agree to honour all guarantees/commitments and resolve disputes promptly
7. Display a Privacy, Terms and Conditions along with any other required legal disclaimers
8. Use best practice conducting email marketing never resorting to SPAM
9. Use a trusted and well known secure payment processor to give maximum consumer confidence and protection
10. Display full contact details on their website and on their JointWinWin directory listings
11. Actively solicit feedback from their customers

I'm delighted to provide this capability to JointWinWin members to help them grow their businesses. The goal of the site is to enable each member achieve as much business growth as possible so they in turn can donate more to good causes.

This new certificate seal speaks to consumers in an efficient way unlike any text or hyperlink could.

As a bonus for using the seal, member businesses will also have access to the new membership

site housing The Business Acceleration Results Club or BAR Club for short' said Tom O'Brien, JointWinWin co-founder.

Although not a charity itself, the message and meaning of strategic philanthropy behind JointWinWin is clear: Business giving back is good for business.

About the company

JointWinWin.com (<http://jointwinwin.com>) is a free cause related marketing business directory helping businesses grow so they can give more back to good causes around the world. Business But Better.

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Keywords

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[cause related marketing](#)

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