

the **BARTER** exchange

Whether you are starting or growing a small business bartering can aid in preserving cash to help get your venture launched or expand. Bartering is a must have success tactic for operating your small business.

Bartering can be defined as the exchange of goods or services for other goods or services. It is a transaction where no money changes hands. Bartering is estimated to exchange 8.25 billion a year in trade for 2016, according to the International Reciprocal Trade Association.

By bartering goods and services helps businesses increase sales, build customer loyalty, and tap into new markets, all while conserving cash flow.

No matter what the item or service it's almost guaranteed that someone out there somewhere needs that product or service.

One great solution is bartering.

For centuries people exchanged goods and services off a barter system; it has only been recently that so much emphasis has been placed on monetary exchanges. If you know what people want then you can always negotiate a deal with them that favors both parties.

Take for example a small start-up company that needs to hire a CPA to help with federal and state tax filings. That service could run a new company around \$1,000 – \$2,500. That might be a tough nut to swallow when you are just starting out. Instead of paying an accountant, offer to make an introduction to someone you know who they want as a client; provide some of your services for an equal value; let them use your vacation timeshare for a week; or even let them borrow your boat (if you have one). Transacting business with someone does not need to be done

with cut and dry invoices.

Benefits of Barter

Businesses save needed cash reserves by using barter dollars earned from selling products or services to other member businesses. A business membership lets you purchase products direct from other businesses.

Do you want to increase your sales? Need to move excess inventory? Want to save vital cash reserves?

Is bartering for your small business? As expressed in "What They Still Don't Teach You at Harvard Business School," business guru Mark H. McCormack says, "I am convinced that most companies don't maximize their barter possibilities. Instead of aggressively reducing costs by trading their services with those of their suppliers, they seem content to pay top dollar for everything."

Fact: Barter in one form or another equates for almost 30% of the worlds total business transaction. Of that, it's estimated that over 250,000 American businesses use barter in their daily operating process. Furthermore, approximately 70% of all Fortune 500 companies barter on a regular basis for goods and services equating to billions of dollars in transactions annually. When you think about it those are some staggering numbers. What does it all mean for you? It means there are plenty of opportunities for you to use barter to gain new customers, reduce overhead, expand your business and increase your income.

Give us a call and we'll provide all the details and how you can benefit from joining The Barter Exchange. 406-871-6282