

The Greatest  
Difference  
In Management Is  
Not In Brains

**But In  
The  
Ability  
To See  
What**

**REALLY  
MATTERS**

In the trade exchange industry having a top-notch, professional newsletter (in appearance and content) really does matter, because your exchange is in the business of customer development. And using *The Competitive Edge* newsletter is the fastest, most economical way to boost customer development!

# The Most Effective & Powerful Marketing Tool For Your Trade Exchange Is Right Here!

► *The Competitive Edge* has been reliably delivered every month for the past 16 consecutive years! CE is a tightly-written, professionally designed 4-page newsletter, produced by the staff at BarterNews.

► CE extols the benefits of barter and **shows your members**, on a sustained, regular monthly basis **why your exchange's services are so needed and valuable to them.**

(Many of your members don't truly understand the significance and value of your services...if they did, they'd be more focused on their trading efforts. And your average members' trading activity would be greater than the current \$4,000 to \$5,000 average per year...which is unfortunate, considering all you can offer them!)

► *The Competitive Edge* newsletter fits nicely into a #10 envelope along with your monthly statement. Or send CE out with your "flyers" program. Either way, giving them something of value means **you will be invoking the dynamic, powerful law of reciprocity.** You'll get something of value in return from them—greater understanding, cooperation, loyalty, and more business.

► Your cost for this dynamic, proven marketing tool is a fraction of what it would cost to do it yourself. We have not found a single exchange that puts out a 4-page in-depth, editorialized monthly newsletter... listings yes. But none with exclusively educational, action-oriented stories **stressing the benefits of barter, giving specific suggestions and ideas in every issue month after month.**

This marketing tool is only available through BarterNews and we **invite you to begin using *The Competitive Edge* today!** You've worked hard, and invested everything you have in your business. Now it's time to take your exchange to the next level!

Regardless of how well you are doing, you can—and should—**always strive to do better.** That's the mark of a professional. Don't shortchange yourself or your members.



***The Competitive Edge* newsletter is camera-ready for you to use instantly—just mail it to your printer.**

**That's it!**



## FIVE IMPORTANT REASONS WHY YOU NEED THE COMPETITIVE EDGE NEWSLETTER

- ◆ Newsletters are a no-waste, targeted marketing vehicle.
- ◆ Newsletters provide an informative, professionally designed, soft-sell introduction to prospects.
- ◆ Newsletters enhance credibility with ideas and information, making you an expert in the field.
- ◆ Newsletters lead to increased new and repeat business.
- ◆ Newsletters have four times the readership of standard ad-format copy.

## Highly Effective Yet Inexpensive Ways To Build Your Trade Exchange Using **The Competitive Edge**

- 1) As a monthly **marketing mailer** to your client base—reinforcing the benefits of barter on a regular sustained monthly basis.
- 2) As a **prospecting tool** to build your name and reputation in business sectors—such as printing, media, restaurants—you want to reach and educate.
- 3) **To brand and educate** a geographical area—where all the businesses within that market would receive The Competitive Edge. Later, follow-up with face-to-face sales calls.
- 4) Provide a set of **back issues to new members**, bringing them up to speed quickly on the merits of barter and valuable services you offer.
- 5) As **internal education** of your staff, trade brokers, and outside sales people.
- 6) To **inform local media**, i.e. radio, TV, magazines, newspapers. They can be an important ally.
- 7) To work in conjunction with your **local chamber of commerce**. As a member they can become an excellent conduit for additional business.
- 8) As a **door-opener** for various service organizations that might be interested in your services.

## Have You Ever Made A Sales Call For 50¢ Or Less?

### You Can When You Use

## **The Competitive Edge** Newsletter!

One of the biggest complaints heard from exchange owners is how to attract and attain successful sales people. Every exchange owner laments about this arduous on-going effort.

But there is another way to make sales calls that can be a powerful adjunct to your marketing endeavors—it comes in the form of a 4-page newsletter that can be easily mailed or e-mailed to anyone and everyone in your marketplace.

You will find CE to be the most cost-effective sales tool you can use. Every exchange, regardless of size, should be using this powerful yet affordable sales tool!

You'll receive your camera-ready copy and PDF file two weeks prior to the month of the newsletter, giving you plenty of time to get CE printed and distributed for the coming month's activities.

Your cost for this **valuable, personalized service** from BarterNews is only \$100 cash a month...a fraction of what it would cost you to do it yourself. (We do all the work, you'll get all the glory and results!)

**Published for 16 consecutive years...call Bob Meyer @ (949) 831-0607 or e-mail: [bmeyer@barternews.com](mailto:bmeyer@barternews.com)**

### **An Informative, Barter Oriented Newsletter Will Be One Of Your Company's Most Valuable Sales-tools!!**

A multitude of very effective "sales calls" can be made each and every day without the need to spend huge amounts of time, money and manpower. Making face-to-face presentations is a very slow and laborious way to bring in new members.

Why not help them by incorporating a powerful marketing tool? An informative, educational newsletter on barter to educate the local business community as well as build your name and recognition!!

Focused, well-researched and professionally-written newsletters have been successfully proven over decades. They're winners in other fields similar to the trade exchange industry, where a high-ticket service is sold.

*The Competitive Edge* was **created expressly for you**—the busy trade exchange owner. Personally written by BarterNews' Bob Meyer, **then professionally designed.**

There's no need for agonizing research, no hours spent staring at a blank piece of paper, or hiring a professional for layout and design work. Just deliver camera-ready CE newsletter to your printer, or e-mail it to your clients.

**Your exchange's logo,  
phone, fax, etc.,  
goes here.**

THE **Competitive** EDGE

**Make A *New Start* With Every  
Supplier This Year**



**I**t's great to have an established trustworthy supplier—but don't get complacent. Try a "zero-base" strategy this year.

Work with your supplier to review every price and procedure, and look for improvement in each one. Don't settle for "the way we've always done it."

What can you do to clarify your requirements? Which products or

services do you really need, and which have you outgrown?

How can your supplier lower prices and speed up production? Is your supplier willing to take a percentage of payment in trade?

This process will take a little time to implement, but in the long run it will pay off handsomely for you and your business.

CE

**"Eagles don't  
flock. You have  
to find them one  
at a time."**

—Ross Perot

*Want More Profits?*

**ADD VENDORIZATION To Your Business Plan**

**H**ave you ever suggested to a valued cash vendor that additional sales can be secured from you...if they're willing to work with you under a mutually beneficial trading arrangement?

If you haven't, consider doing so. It's easy to "vendorize" them by setting up a vendor account with

your trade exchange. That way you can pay for your additional purchases with trade dollars.

Do this with four or five of your top cash vendors and this could be your best year ever. If you want more profits, vendorization should become a priority in your business plans.

CE

See *BarterNews'* weekly Tuesday Report at <[www.barternews.com](http://www.barternews.com)>

THE COMPETITIVE EDGE

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FEBRUARY 2002

**Turn  
back the  
page...**

YOU JUST  
PASSED OVER  
INFORMATION  
THAT WILL  
ENABLE YOU TO  
SECURE NEW  
CUSTOMERS IN  
THE FASTEST  
AND MOST  
ECONOMICAL  
WAY POSSIBLE!!

**Remember**, if you continue to do what you've always done, you will continue to have only what you've always had.

Use *The Competitive Edge* newsletter—

**it's the best way to take your  
exchange to the next level!**