

FREE Restaurant Marketing Tip – No Obligation

Barter For All That You Can!

While bartering is not a primary method of transaction in today's economies, there are significant benefits restaurant owners must consider.

1) Cost Savings

Bartering allows you to acquire goods and services without using cash. This can be particularly beneficial for small businesses with limited cash flow. The fact here that cannot go unnoticed is that you are essentially buying the other business's goods/services at a 70% Discount!

2) Utilizing Your Excess Food Inventory

Like almost everyone, your restaurant has excess food inventory or idle resources like personnel. You can use barter to exchange for something your business needs. For example, you could trade surplus food inventory for cleaning services, digital marketing services, printing, even repairs and maintenance. And remember, this means you are buying at a 70% discount, essentially your food cost.

3) Building Relationships

Bartering can help you build relationships with other businesses in your community. Establishing such connections will lead to future collaborations or partnerships. Most times, the relationship with the vendors you are bartering with deepens. Respect for each other grows. You naturally work better together and may find ways to improve each other's business because of the deeper relationship.

4) Flexibility

Bartering provides flexibility in negotiations. It allows for creative agreements that may not be possible in a traditional cash transaction. Keep in mind that the barter transaction does not need to be 100% trade. For instance, I offer the setup fee for my services at 1/3 trade and 2/3 cash. I continue the love by providing the actual service at 50% trade and 50% cash. Everyone is winning. I recommend you never offer less than about 1/3 as a minimum trade.

5) Conservation of Cash

Bartering is especially beneficial during periods of economic uncertainty when cash may be tight. By exchanging goods or services, you can conserve cash for other essential expenses. The fact is that the cash you would have paid is still in the till. It only cost about 30%, your cash cost of sale (Food).

6) Attracting New Customers

Offering barter options may attract new customers who are willing to trade their products or services for your restaurant certificates or gift cards. This can expand your customer base and increase visibility in the community. Plus the vendor you provide these to often times brings someone else with them.

7) Marketing Opportunities

Bartering can serve as a unique marketing tool. You can use barter transactions to promote your business and attract attention from both customers and other businesses.

8) Adaptability in Tough Times

During economic downturns or unforeseen challenges, bartering provides a way for your restaurant to continue operations without solely relying on traditional currency.

9) Local Economy Support

Bartering most often involves local businesses, which can contribute to the growth and support of the local economy. This community engagement can have positive long-term effects on your business. This also provides cooperative promotional opportunities with the vendors trading with you.

10) Guaranteed Sales Instead of 100% Expense

When you barter, the vendor now has your certificates or gift cards. He/She will come back and buy from you, likely bringing someone with them. Or they may trade or give your certificates or gift cards to someone else, thereby promoting your restaurant for you. The fact is, if you pay them cash out of the drawer, where are they going with that cash? Everywhere but your restaurant, right? The trade guarantees the amount you paid them is guaranteed to be used in your business!

It's extremely important to note that bartering also comes with its challenges, including the potential for uneven exchanges, the need for a double coincidence of wants, and tax implications. Before engaging in barter transactions, it's advisable to carefully consider the practicality and legality of such arrangements and consult with financial and legal professionals if necessary.

Also, to protect yourself and the other vendor you both need to complete invoices/receipts detailing what is being done for the other business and exactly what they are doing for you as payment. Really, do the paperwork to stay safe and keep things all above board and enforceable.

I also recommend that the timing for the providing of service should be pretty immediate. This helps keep things from going sideways.

If you have any questions, I am an expert in this area. I actually owned a business barter exchange franchise for 11 years. I was helping hundreds of local businesses use barter to strengthen their business operations. Marketing, and growth. It would truly be my pleasure to offer you free advice on bartering in your restaurant.

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I do have a hope! I hope that you would be kind enough to meet or talk about the services I do offer for a fee.

Quick Results Marketing Specializes in Loyalty Programs and Broadcast Marketing delivered by Opt-In Text. We use this because 97% get read where Email and Social only pull 10-13% and 2-3% respectively.

Diners have tons of choices. They almost don't need to go anyplace more than once a year because there is so much competition.

The best way to get them to frequent your restaurant is to make them feel appreciated and invited back.

These two marketing strategies with numerous tactics each solves this problem.

I would really appreciate the 15-minute opportunity to share the details so you can make an educated decision.

Please call or email and we will get together in person, on phone, or even a Zoom.



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