



Business Builder

Tips & Techniques to Help Your Business Grow

Consider Offering Trade-Ins

Face it- your customers are looking for any way they can to save money. One of the ways to build traffic and get new customers is to offer trade-ins.

"Trade-ins foster loyalty, especially if you're doing it in an industry where no one else is," says Kevin Elkenberry, owner of The Kevin Elkenberry Group, a customer-service consulting firm in Indianapolis. He says trade-ins work for almost any kind of business and can build your business in several ways, including:

> **Giving Customers a Reason to Buy:** There's less guilt associated with trading in an old-but-functional refrigerator if the customer knows he or she will get a discount on a new one. Plus, it solves the issue of what to do with the old product.

> **Encouraging Loyalty:** Customers will be reluctant to shop elsewhere if they know they'll get a discount from your shop by trading in their old version of what you sell.

> **Providing Additional Revenue Streams:** Use the stuff traded in to make more money- or use it as a write off on your taxes. You can create a special "Used by Still Good" section of your store (a small storage room works wonders) and sell the trades in for a profit. Or, if you don't want to sell it, then box it all up and once a month take it to Goodwill, the Salvation Army or some other charity. Make sure you get a receipt for the value of your donation and use it as a deduction on your business taxes.

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