

# Do discount models attract the right sort of customer?

A SMARTER ALTERNATIVE TO  
DISCOUNTING AND VOUCHERS





**SALE**  
**UP TO 70% OFF**

**UP TO 70% OFF**

**SALE**  
**\$12<sup>99</sup>**

**SALE**  
**\$19<sup>90</sup>**

# A smarter alternative to discounting and vouchers

Every business owner wants to attract new customers, however is discounting and offering vouchers the best approach? New customers are essential for every business to grow and flourish. In order to attract new customers, a business owner could typically hire additional sales people, advertise, create incentives, reduce prices or discount, or sell online deals or vouchers.

What are you currently doing to attract customers to your business? Attracting customers in the current economy can be a lot of work, especially when competitors are reducing their prices and advertising irresistible deals. With so much competition and consumers looking at all options to bag a bargain, it's no wonder people turn to the likes of GrabOne, TreatMe, and 1-Day Sale for offers. Why wouldn't you?

While approaches like reducing and discounting might appeal to short term customers, not only is it expensive for your business, it will compromise the integrity of your brand and reduce the price expectation for your market.

As a merchant have you worked out the real cost of discounting and the impact it has on your business? Daily deal websites charge a fee of approximately 15-20% of

the sale price and stipulate that the offer presented must be at least 50% off the original sale price.

It's easy to think by offering a discount you'll bring in the customers and they'll leave happy because they haven't paid full price, but remember discounts cost money. Dropping the price too low will almost certainly devalue your business, and impact your reputation. These approaches don't attract long-term customers. While they do attract clientele who will spend with you when you discount, you want customers who will purchase from you all year round to create consistency and even out cash flow.

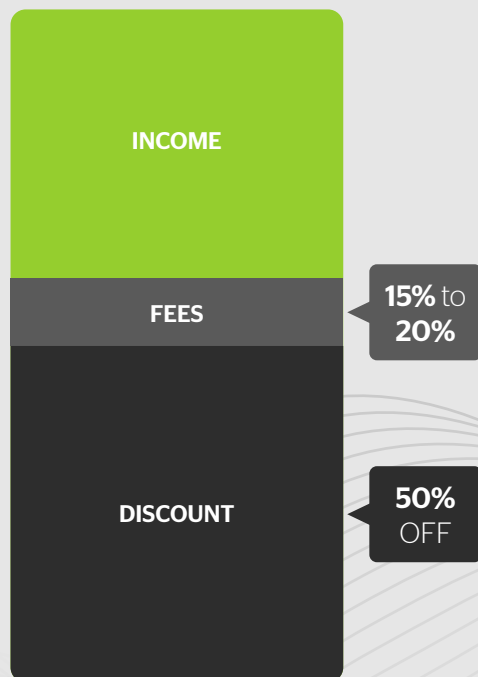
## TIP

Don't be afraid to charge the full price when you have Bartercard. Bartercard is a network with thousands of cardholders nationwide that facilitates new business introductions, attracts a unique market of customers and provides a smarter way to reduce the costs in your business. It allows you to attract new customers without reducing your prices.



Daily deal websites charge about **15-20% in fees of the sale price** and stipulate that the offer you present must be **at least 50% off the original sale price.**

*(Data Support, 2011)*



**Bartercard** discourage members to discount their excess capacity. **Bartercard charge on average 7.5% in fees of the transaction.**



Bartercard members are using the ecosystem to attract long-term customers and retain existing ones by:

- Advertising their business to new national markets through Bartercard's MYBC, and using the services of the Trading Specialists team to promote their business
- Having a stand at Trade shows
- Obtaining leads/referrals at networking events
- Spending the Bartercard Trade Dollars

they've earned from additional sales on advertising, sponsorships and public relations to attract new cash customers and conserve more cash in their business

- Expanding their product line by purchasing new stock from Bartercard wholesalers to attract customers
- Engaging in sponsorship deals using Bartercard Trade Dollars to promote their business within the local community. New customers create a busy environment and word-of-mouth referrals will attract more business.



“

*Bartercard does what it promises and will attract additional customers. The key to success is management and a willingness to adapt your usual spending habits to a different system. There's a lot of potential to connect with like-minded people who are all members of a community interested in doing business.*

”

*Kate Biglands, Maries Pizza*



**Request a consultation**

Get in touch

To attract new customers and manage your cash flow, request a consultation with Bartercard to discuss the opportunities for your business.





For more information about Bartercard  
please visit our [website](#), or follow us on  
[LinkedIn](#), [Facebook](#), [Instagram](#), [X](#) and [Youtube](#).



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