

## **Guerilla Barter Weapons**

1. A Specific Goal
2. A Good Broker (Trade Director)
3. Be Extra Nice with the Seller
4. Your Circle of Influence
5. Buzz
6. Network with the Winners
7. Attend Trade Shows
8. A Better than Average Website
9. Exchange Banners
10. Location / Location / Location
  
11. Passion For your Product
12. Creativity
13. Competiveness
14. Ability to Take Action
15. Follow Up
16. Trade Success Stories
17. Ability to Connect and Relate to Others
18. A Good Computer
19. Fair Price
20. Keep 100% Barter
  
21. Spying
22. Alertness
23. Inquisition
24. Delegation
25. A "Guerilla Barter" Cohort
26. Email
27. Use of Downtime
28. Intelligence
29. Word of Mouth
30. Drive

31. Speed
32. Credibility
33. Quality Service
34. Trade Dollars Recycling
35. Honestly
36. Knowledge
37. Reputation
38. Boldness
39. Patience
40. Referrals

41. Flexibility
42. Commandment
43. Expansion
44. The Internet
45. Role Models
46. Planning
47. Decision – Making
48. Alliances
49. Optimization
50. Organization

51. Fairness
52. Information Access
53. Uniqueness
54. Compassion
55. Vision
56. Aggressiveness
57. Goals
58. Responsibility
59. Ambition
60. Clarity

61. Teaming
62. Leadership
63. Budgeting
64. Profitability Improvement
65. Exercising
66. Recruiting

67. Accountability
68. Action
69. Persuasion
70. Salesmanship
  
71. Observation
72. Assignment
73. Automation
74. Positive Attitude
75. Availability
76. Adaptability
77. Engagement
78. Mission Statement
79. Prioritizing
80. Realistic Expectations
  
81. Readiness
82. Intelligence
83. Endurance
84. Assertiveness
85. Attacking
86. Theatre
87. Pace
88. Rewarding
89. Conversion
90. Packaging
  
91. Focusing
92. Database
93. Up Front Contract
94. Image
95. Diversifying
96. Equipment
97. Mine Sweeping
98. Being Mission Orientated
99. Persistency
100. Key Employees