

## Kudzu.com Works for Me!

**“Kudzu.com has lifted financial burdens off our shoulders!”**

“Our listing on Kudzu.com has provides us with a steady stream of new business,” said Doug Sanders, owner of Sanders Construction & Home Improvement, a small, family-owned company that specializes in home repairs and remodeling. “It has helped lift financial burdens off our shoulders and made life a little easier for us. What’s more, Kudzu.com’s customer service is excellent—always helpful and polite.”

Follow Doug Sanders’ lead—and get more quality leads for *your* business. [Contact sales now](#) and find out how you can maximize your presence on Kudzu.com.



**Video:** If a picture is worth a thousand words, can you just imagine what video is

## What’s New at Kudzu.com

### A Cheat Sheet to your Kudzu.com Features

Kick start the New Year by refreshing your Kudzu.com features. Not sure how to put them to work for you best? Here are some handy hints that can help you get more leads:

**Deals:** Kudzu.com Deals and Discounts has become first stop for service pro shopping for many consumers. An area on the home page, a dedicated e-newsletter and a tab on your profile all make it easy for consumers to find your special offer and choose your services. Try offering a 1-month free coupon, a new customer special, monthly/seasonal discount, referral incentive, or a “buy one, get one free” offer to prompt some response. [See these great deals for other ideas.](#)

**Ratings and Reviews:** Hands down, the surest way to sway consumers is through positive Ratings and Reviews from your satisfied customers. Service pros who contact us about their great Kudzu.com results tell us again and again that Ratings and Reviews make the critical difference.

How to get reviews? Ask! Don’t leave a customer without suggesting they post a review if they liked their service, send postcards or emails to your customers after servicing them, hang a sign in your company vehicle or office, or call them as a follow-up to make sure they’re satisfied and to suggest posting a review.

worth? Let consumers meet you, tour your location, see samples of your work, get your expert advice, and even listen to testimonials from your best customers.

**Attachments:** Have letters of recommendation? Special commendations or awards? Marketing flyers, price sheets, menus, events calendars, newsletters? Other info that differentiates you from your competitors or provides timely details? If you have it, show it. Make it easy for consumers to know all about your business and shorten the time it takes for them to choose you. See [Agape Medi-Spa and Laser Center](#).

**Marketing description:** Describe your business in terms that let consumers connect with you. Give specific details that help you stand out from your competitors—your company history, unique success stories, areas of expertise, company philosophy, list of big-name clients or areas served, credentials or awards, and more. See [Barrons London Salon](#) and [Atlantis Plumbing Inc](#) for ways you might be able to improve *yours*.

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## Get Guaranteed Site Placement with Display Advertising

Join the hundreds of other Kudzu.com service pros who have put display advertising to work for them. And if *guaranteed placement* is not enough reason to give it a shot, here are 3 other great excuses to give display advertising a test drive:

1. Secure a prominent position on the first page – and every page – of your category's search results.
2. Benefit from bonus exposure throughout the site – including category pages and competitor profile pages.
3. Broadcast your business to the entire metro area – regardless of your location, you'll show up at the top.

Want to reach more prospects at the very moment they are searching for your service? It's easy. It's affordable. And it *works*. [Contact Kudzu.com Sales now](#) for more info on our display advertising opportunities.

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## Kudzu.com Power Tips

### Turbo-charge Your Sales Efforts

Looking to accelerate sales in 2007? Here are some ways to put the pedal to the metal:

**Add salespeople with care.** Look for people who share your company values,

have proven success as salespeople in your industry or in related fields, are experienced at selling to the level within organizations at which you sell, show they can overcome objections (throw a few their way during the interview process and see what happens!) and have a history of not just meeting goals but exceeding them.

**Be experts in your industry.** Have experts within your company speak at or attend industry unctions, publish white papers and articles, and write expert advice blogs. Follow up on all leads from these activities promptly and professionally. Become the go-to place for industry know-how, the place where the best people want to work, and the company that consumers choose first.

**Consider every customer a potential salesperson.** Establish a customer referral program where you give discounts or other incentives to customers who refer new business your way. Gather customer testimonials—and use them! Encourage your customers to post ratings and reviews on Kudzu.com, of course, but don't stop there. Add testimonials to your website, email communications, newsletters, and advertising efforts. Let your best customers be your best salespeople!

