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Sneak Peek

These Business Owners See Stars! Five of Them!

Happy New Year! We've noticed that you love to click and see what other folks are doing. Why not? That's a great way to see what works — and if it might work for you, too! So, this month we're giving you links to companies that have lots of five-star reviews. Plus, we even give you hints for encouraging your best customers to rave about you as well! Check back each month for more Sneak Peeks at ways other business owners put Kudzu.com to work for them.

A Certified Chimney Sweep (Atlanta)

http://www.kudzu.com/controller.jsp?An=0&Au=P_CompanyID&A=709825

Mari's Cleaning Service (Arizona)

http://arizona.kudzu.com/controller.jsp?An=0&Au=P_CompanyID&A=1202913

Living Low Window Tinting (Las Vegas)

http://lasvegas.kudzu.com/controller.jsp?An=0&Au=P_CompanyID&A=1169957

A Green Thumb Landscape Consulting (San Diego)

http://sandiego.kudzu.com/controller.jsp?An=0&Au=P_CompanyID&A=1539918



Quick Tips to Increase Your Ratings

- Do your best job (of course!) for every customer you serve.
 - Ask your best customers to write reviews about you on Kudzu.com. Many merchants mention Kudzu.com on receipts as well as letters they send to customers.
 - Respond positively to any negative review you might get — our research shows that customers are impressed when you show dedication to quality and to "making things right."
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This Just In

On Account of You're Busy...

We know how busy you are. That's why we've simplified things to make it easier than ever to find information about your account on Kudzu.com. From the [Business Center](#) page on Kudzu.com, click on Account Information, then click on Billing Information. You'll be able to access info about:

- Your level of Kudzu.com service
- Your next billing date
- When you originally joined Kudzu.com

Need to know something else? Just fill out the quick request form and submit it to us, any time of the day or night. We'll get back to you with an answer as soon as we can. And you can get back to work.



Southern Perfection Painting, Inc. 770.985.3075
www.soperfectpaint.com
Call a live agent for a free estimate. Hours: 9am–6pm

Kudzu.com Works For Me!

"The Internet is the best form of advertising there is, and Kudzu.com is the best on the Internet."

Madelines A Contemporary Salon is a full-service salon in Las Vegas that believes customer service is number one. Since the salon is not in a location that encourages walk-ins, advertising and word-of-mouth are key to bringing in new customers. Its profile on Kudzu.com has helped deliver a steady stream of pre-qualified buyers who are capable of affording Madelines' services.



"The Internet is the best form of advertising there is, and Kudzu.com is the best on the Internet," stated Maurice Grossano, owner of Madelines A Contemporary Salon. "The majority of the new business we get is from Kudzu.com."

Follow Maurice Grossano's lead—and get more quality leads for *your* business. [Contact our sales team now](#), and find out how you can maximize your presence on Kudzu.com.

Kudzu.com Power Tips

Get Hot Leads from Cold Calling

Hung up on hang-ups? Not sure how to make cold calling work for you? Here are some ideas:

- Make sure your list is solid. Why waste your time calling apartment-dwellers if your target is homeowners? Or people with no kids if you're selling playsets? Take the extra time to develop a list that meets your customer profile and you'll increase your chances for success.
- Warm up your cold-calling. Send email messages, postcards or letters to your prospects and let them know you'll be calling them. Tell them a little about your business. Give them a website or your Kudzu.com profile (and reviews!) to check out. When you call, you have a place to start — and the really hot prospects may already be pre-sold on you.
- Be consistent. Consider cold-calling an extension of your advertising. Reiterate key points you convey in ads or in your Kudzu.com profile. Write a script to help keep you on point, even though you'll most likely veer from it to customize your message to each prospect.
- Drop names. Mention clients for whom you have provided service solutions who are similar to your prospect in some way.
- Ask questions. Find out what your prospect's needs and/or sales objectives are. You may use this information to alter your service offerings down the road, or you may have a colleague who would be a better fit (and who would then be more willing to refer some of his or her prospects to you).
- Stay upbeat. Realize rejection is not personal. Keep track of what works and you'll find your success rate will probably increase with practice.



A Last Word

In just the blink of an eye, we're already halfway through January. And that means that your competitors may already be off and running on their aggressive 2008 plans. Don't be left out in the cold — take the necessary steps to maximize your Kudzu.com presence and connect with more ready-to-buy consumers.

Kudzu.com has been proven as a great way to get higher-quality leads, thereby tightening your sales cycle, increasing your efficiency, and maximizing your profits. First, build the best profile you can. Then, find out how to show up highest and most often in search results so that you can make the greatest impression possible on your target market.

At Kudzu.com, we take great pride in helping you achieve your sales objectives. Please do not hesitate to contact us for advice in making the most of your Kudzu.com experience. Our growing list of testimonials proves that Kudzu.com works. Make sure it works as hard as possible for you!