

Kudzu.com Works for Me!

“I tell everyone I know to advertise on Kudzu.com because it works”

“Brides are especially moved to action by the testimonials on our Kudzu.com listing. As a matter of fact, we send all leads we get to our Kudzu.com listing just so they can see the reviews,” explained Melody Saunders, owner of Simply Elegant Floral Designs.

“Kudzu.com is awesome. I tell everyone I know who has a business that they have to advertise on Kudzu.com because Kudzu.com works.”



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

What's New at Kudzu.com

It's a virtual world of info in there!

Haven't visited the [Kudzu.com Virtual House](#) (or haven't been there lately)? Click on the house icon on the Kudzu.com homepage and come on in! We're constantly adding new features—like tip sheets, helpful articles, informative videos and links to service pro listings that make it the place to go for homeowner info. Want to raise the roof on your Virtual House presence? Contact [Kudzu.com Sales](#) to find out how.



Smarter consumers are heading your way!

We're hearing it time and time again when we talk to service pros like you who advertise on Kudzu.com—the customers they get from Kudzu.com are more informed than the ones they get just about any other way. That's because these customers are clicking around—viewing detailed information, reviews, photos, linking to websites and comparing competitors.

It's a good thing—it means customers are ready to buy when they contact you, thereby tightening your sales cycle and increasing your close rates. But it also means you want to be sure you put your best foot forward! Make sure your listing is up to date and works as hard for you as it can. Find other ways to show up first and show up most. And ask about our special advertising environments, such as our targeted guides, special promotions, and other ways to stand out from your competition. [Check out our ad products](#) to learn more.

Stick with Kudzu.com

Broadcast to your neighborhood that you're on Kudzu.com and drive more leads to your listing! Snag a Kudzu.com sticker for your workplace or vehicle and show interested consumers how to get in-depth info about your business.

Get one before they're gone! Simply send a self-addressed stamped envelope to:

Kudzu.com
Attn: Kudzu Stickers
PO Box 105357
Atlanta, GA 30348

and we'll drop our limited-edition Kudzu.com sticker in the mail right to you.



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 adults 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 who are similar to your prospect in some way for whom you have provided service solutions.
- Ask questions. Find out what your prospect's needs and/or sales objections 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.

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View our business agreement - [view our policy](#)

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