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It takes all kinds

With so many people out there of such varied backgrounds, it may take a number of different approaches to communicate with your potential customers. Making sure to vary the methods you use to get the word out about your business as well as the channels you take can help ensure that you reach as many people as possible and in the most effective manner.



Show and tell

How to put different learning styles to work for you

Think back to your school years. Did you enjoy drawing and doodling? Did you need to see photos or diagrams in order to understand something? Did you like to listen to music when you studied? Was sitting still difficult for you? Did you follow directions better when you read them or when you heard them? Guess what? The answers to these questions give a glimpse into what kind of learner you were - and still are! And guess what else? Your customers are different kinds of learners, too. Understanding a bit about different learning styles can help you sell your services more effectively to them.

The three main learning styles are auditory (learning through listening), visual (learning through seeing), and kinesthetic (learning through moving, doing and feeling). Here are some ways you can tailor your sales efforts to the different learning styles of your prospects:

Let customers see: Show before and after photos of successfully completed jobs, prepare charts that show cost savings over time, leave behind brochures with plenty of visuals.

Let customers hear: Play a tape of audio testimonials, tell about your services in person or on the phone.

Let customers touch: Bring paint chips and wood samples and any other three-dimensional product sample relating to the service you are selling that customers can actually feel for themselves.

By incorporating a variety of these elements into your sales presentations, you are more likely to address the dominant learning style of each prospect you are trying to sell on your service.

Now, take a look at your Kudzu profile. Are you providing a mix of information to address various learning styles on your online profile as well? Do you have photos and reviews for visual learners? Do you have videos for auditory learners? How about a deal for a free test drive, a free pedicure with the purchase of a manicure or other hands-on trial offer for hands-on learners? Use all your Kudzu features, and you can increase your potential to reach the widest number of prospects.



Marketing mix and the 4 P's of marketing

By Susan Gunelius

In the 1960s, a businessperson by the name of E. Jerome McCarthy developed the 4 P's of Marketing, which still stand today as the primary method to define your marketing mix and represent the core of your marketing strategy.

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Kudzu tip of the week

Be sure to strategically align your business

The Kudzu networking tool lets you recommend complementary service businesses on your profile, and a link to your company's profile shows up on their business profiles as well. Why not throw as wide a net as possible and gain an even greater marketing advantage for your business?



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