

K-BID'ness

K-BID Online Auctions Affiliate Newsletter

October 2016

Letters to the Editor: Carrie.Caruso@K-BIDMail.com

What's the Buzz?

Newsletter Gets A Name

Our \$100 gift card winner is affiliate Dawn Kvass, with **K-BID Estate Services**, for her suggestion: **K-BID'ness**. We voted internally on the 23 suggested names to come up with the top 5 favorites. These were posted to the affiliate Facebook page for final voting.

Don't forget that we are offering gift card incentives for submitting ideas, quotes, tips, interesting items sold, or pictures, if used in upcoming newsletters. This is YOUR chance to earn a little extra spending money! Please send all ideas to our Newsletter Editor: Carrie.Caruso@K-BIDMail.com.

New Sales Materials Available

Building relationships is a pivotal part of the sales process in the auction business. When it comes to sales, it can be hard to determine where to start or how to make that initial contact with a client. **K-BID** has developed some new handouts that will help you make that first contact and educate your sellers on the auction process. These handouts can be printed from the AKB within the "Sales & Development" section.

Now, where do you look for auction leads? There are a lot of resources that can assist you in discovering qualified auction leads. InfoUSA lets you purchase contact lists by job title, demographic, business type, business size and much more. This is not a free option but can provide you with the information you need in order to make contact with a decision maker in the industry of your choice. LinkedIn has a similar sales tool that allows you to connect and message people in a wide variety of businesses. The business is out there, sometimes all you need to do is look for it. Use these tools to leave a professional impression and start building those relationships!

Do you have other ideas for content that would be useful on a sales call? Let us know and we would be happy to create them!

New K-BID Sales Tools

- Affiliate Intro Letter
- Auction Process
- Why Sell at Auction?
- Help Your Auction
- Marketing Options



K-BID's First Affiliate Picnic



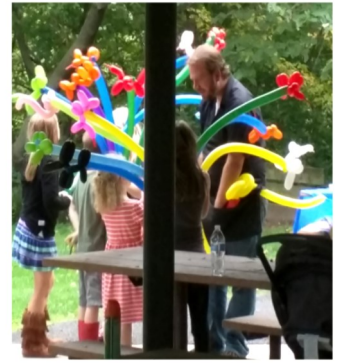
Thank you to everyone who made our inaugural Affiliate Barbecue a success! We were so pleased to have 17 affiliates and their families for a total of 61 attendees in addition to **K-BID** staff. It was great for the staff to be able to put faces with names, voices and email addresses! Here are some highlights from the afternoon:

Did you know that Tim Olson from All Around Liquidators plays the harmonica? His band, **Prairie Anthem**, provided great background music as affiliates and staff mingled, ate and talked shop.

"Balloon Guy" Ryan Underwood kept the kids entertained with balloon swords, flowers and monkeys.

Several high-stakes games of cornhole and horseshoes were played, and **All Around Liquidators** also took home our door prize, a **K-BID** Independent Affiliate-branded cornhole game.

We hope everyone had as great a time as we did (despite the mosquitoes!) and we look forward to seeing you at a future affiliate event!



Top Sales this Quarter

1. North Central Svcs
2. Loretto Equipment
3. NAB Auctions
4. A2C



Highest Priced Item this Quarter

\$58,500

- 2004 Kenworth
T-800 Dump Truck

New Lot Categories

Feedback from some bidders suggested that, with an average of 16k lots open for bidding at any given time, they end up seeing many items they are not interested in. The removal of Lot Keywords, in favor of predefined Lot Categories, should allow bidders to more selectively browse for lots they are interested in, and exclude the ones they have no interest in.

By better categorizing lots, we will also have more insight into what actually sells on **K-BID**. Additionally, we will be able to better understand what specific bidders are purchasing and then be able to better target what they see both on the site and off the site with paid advertising.

We will continue to build off of this new category concept. It will become the linchpin for lot templates and normalized attributes. For example, any lot placed in the 'Vehicle' category might have additional attributes we want to collect, say a VIN number, or make and model. When editing that lot, there will be a field specifically designated for those properties. Once we are collecting that information, we can then enhance the lot search to permit filtering on those normalized attributes. So when browsing 'vehicles,' you could further refine a search utilizing any of those attributes. This will also let us display lots in a more uniform manor. Rather than having to read a paragraph of text, these attributes will be displayed in a more uniform fashion.

Most Common ZenDesk Issue

- "I forgot my password."



K-BID Online Auctions

5030 Highway 12

Maple Plain, MN 55359

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Happy *K-BID* Anniversary!

July

North Central Services	7 years
Christenson Auction Service	6 years
R&R Consignments	6 years
K&E Auction Liquidators	5 years
Metro Liquidations	5 years
SNS Auction Services	5 years
All the Goods	3 years
Kiefer Auctions	3 years
TWC Auctions	2 years
S&S Auction, LLC	1 year

Aug

FF Overstock	5 years
NorthStar Brainerd Lakes	5 years
NorthStar Kimball	5 years
SOS Auctions	4 years
Detroit Lakes Sales/The Auction Guys	2 years
MMO Sales Elbow Lake, MN	1 year
TD Sales, LLC	1 year
Practical Product Sales, LLC	1 year
Lake Country Sales	1 year
Jireh Trading Company	1 year

Sept

Custom Sales & Consignments	6 years
GRC Online Auctions	6 years
SoDak Auctions	4 years
Nelson Marketing, LLC	2 years
U BUYnSELL Local, Inc	1 year
SCC KBH	1 year
Ames Auction Services	1 year

Most years this Quarter!

A Quick Peek at the Stats

Q: What was
the most
watched item sold
on **K-BID** this
Quarter?

A: A Toro
Z-Master Zero
Turn Mower.
109 watchers; sold
for \$3,300.00.
- Loretto Equipment