

K-BID'ness

K-BID Online Auctions Affiliate Newsletter

April 2017

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

Affiliate Advisory Panel Holds First Meeting

On Friday, March 17, the first scheduled meeting of the Affiliate Advisory Panel took place. The recently elected members are: Matt Johnson of A2C, LeeAnn VandeKamp of Twin Pines, Jeff Whiteford of Whiteford Auction Services and Casey Holmberger of Loretto Equipment. Also present from the **K-BID** Corporate office were: Ray Caruso, Becky Farniok, Tom Godar, Chris Schwartz, Fiona Payne and Heather Jessen.

Several issues were discussed:

- Representing one another, as affiliates are business partners, not competition.
- What each affiliate wishes to see out of the formation of the Advisory Panel.
- Standardizing Business Practices

Since each affiliate business is independent, this is easier said than done. As a group, there was a consensus that there are some standards that can be adopted.

- Training Improvement

K-BID has been working on this. We have hired Fiona Payne as our affiliate trainer.

- Affiliate Rating System

The group was pretty evenly divided on this. What would the criteria be? How to guard against bidders with a chip on their shoulder. How to not harass bidders into providing feedback, etc.

- \$5 Starting Bids

Pros and cons. While there might (stress might) be a need to have a very few exceptions to this policy change, for the most part, it has had no ill effects. While YTD piece counts are slightly down, sales are slightly up.

- SMS for auction removal reminders

SMS is pay per message, so we have been looking at more cost effective (and legal) ways of doing this. With some upgrades to the software currently in development, we may have other ways of achieving the same thing.

- Credit Card Online Payment Implementation

We have been working on this as a convenient alternative for bidder payments. Affiliates and bidders would have to opt in to the payment system we deploy.

- Software issues/improvements for 2017

Stay tuned on this - Tom has a lot of exciting enhancements coming in the next year.

The next meeting is scheduled for June 29 in the **K-BID** office. If you have something you would like to see on the agenda, please contact your affiliate rep. If you do not know your affiliate rep, send an email to ray.caruso@k-bidmail.com.

K-BID Marketing Promotions



Everyone loves a giveaway!

In April, **K-BID** gave away this custom toolbox and got 5,000 email sign-ups in the process.



Leveraging Previous Clients for Future Sales

Whether we recognize it or not, a large percentage of our purchasing decisions are influenced by experiences from other people. When's the last time you bought something on Amazon without looking at the reviews? Have you Googled restaurants in an unfamiliar area? Have you hired a plumber or electrician recently? Chances are you did some research online to make an educated purchasing decision.

Some estimates state that 70% of Americans look at product reviews before making a purchasing decision. So, why is this important for affiliates? Quite simply - we aren't talking about a \$12 hamburger – our auctions could potentially be in the \$10's of thousands of dollars or more! You can bet that a potential seller will be doing research before handing over that responsibility to us.



This is where we have an opportunity to leverage our previous clients by capturing testimonials and reviews to offer as social proof to future clients. A short, well-written testimonial can be placed on your website, included in your affiliate profile or printed for an easy handout during your sales calls.

You do not have to be a professional writer to get a testimonial; here are some quick tips for writing a testimonial:

1. Define the problem. What pain points could be relatable for future sellers?
2. Explain how your services provided a solution.
3. Show results. Use quotes and images to top it off!

K-BID has been working with a few affiliates to showcase how their services solved a problem for their clients. Check it out at: www.k-bid.com/page/SellerTestimonials

Training Opportunities

All affiliates are invited to attend our upcoming "New" Affiliate Training days held monthly at the **K-BID** headquarters in Maple Plain. This FREE training is an in-depth and expanded version of the orientation meeting you likely attended prior to becoming an affiliate, and focuses on:



- Best practices for successful sales calls
- Name recognition for your business
- Finding and working with consignors
- Becoming more effective with descriptions and photos
- Customer service before, during and after your auction

What To Expect

- Join us for training
- May 17 9am-4pm
- Free Lunch & **K-BID** Sign
- Visit kbidtraining.eventbrite.com

Whether you have been with **K-BID** for five months or five years, this is a great opportunity to refresh your skills, and also to share your real-world experiences with our newest affiliates.

Trainings are generally offered on the third Wednesday of the month and run from 9am to about 4pm. Lunch will be provided and attendees will receive a free **K-BID** directional sign (and maybe even some other **K-BID** swag).

To see upcoming training dates and to sign up, visit kbidtraining.eventbrite.com.

K-BID Community Involvement

K-BID has made an internal commitment to be involved with our community by participating in charitable events quarterly, at the minimum.

On February 21st, **K-BID** volunteered at Feed My Starving Children. Founded in 1987, FMSC is a Christian non-profit that provides meals for malnourished children around the world. The food is called MannaPack meals. They provide women and children with the nutrition that they would not be receiving otherwise.



During our time at FMSC, we were split into two groups. The first group labeled packages. The second group was willing to lift 20 lbs or more - Chris and Tom volunteered for this group. Others were provided with bins of ingredients to measure out. The rest of the volunteers packaged and sealed the MannaPacks and then stacked the completed boxes.

Becky and Heather loaded the funnel with the bags for each pack. Amanda and Carrie measured out the ingredients - filling each package with a scoop of vitamins, a cup of soy, and a cup of rice. Once a package was full, it was weighed to make sure it met the requirements. Fiona rounded out the group by heat sealing the packages. Once the table was full of sealed packages, we would pack them up in a box. Chris or Tom would come by and collect the completed boxes. After our two hours, we cleaned up and, as a group, prayed over the packages to be sent to Haiti.



All volunteers together packaged 63 boxes that day. This translates to 13,608 meals, which can feed 37 children for a year!

K-BID would like to extend the invitation to our affiliates to participate along with us in our volunteer opportunities. The next opportunity is on November 14, 2017 from 12pm-2pm at Feed My Starving Children in Chanhassen, MN. If you would like to sign up to volunteer, please email heather.jessen@k-bidmail.com by October 16, 2017. If you have any suggestions for future opportunities, please contact Heather Jessen.

Are You #givingback?

If you're doing something out in the community, or posting a charity auction, please let us know, so we can feature YOU in the newsletter, too!

Get Involved

1) Food & Fund Drive:

If you are not volunteering at our 5/11/17 Second Harvest event, but want to be involved, you may drop off cash, check or food donations at the **K-BID** office. Or donate online by 5/10/17 at www.2harvest.org/goto/kbidcares

2) Volunteer with us:

Feed My Starving Children
November 14, 2017
12:00pm - 2:00pm
Free **K-BID** T-Shirt





K-BID Online Auctions

5030 Highway 12

Maple Plain, MN 55359

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Happy K-BID Anniversary!

Jan	Global Surplus	9 years		
	JB Equipment	9 years		
	K-BID Estate Services	9 years		
	Loretto Equipment	8 years		
	St. Paul Warehouse	7 years	Hahn Customs	4 years
	Auctions for Business & Industry	6 years	Auction House	2 years
	Cannon Valley Outlet	5 years	KX Real Deals	2 years
Feb	RDL Online	5 years	A-Z Auctions	2 years
	Twin Pines Auction Services	5 years	S.R.P. Liquidation	2 years
	You Win Big Auctions	5 years	Pioneer Auctions	1 year
	M.A. Williams Auctions & Appraisals	7 years	Fivestar Auctions	5 years
	V-Man Auctions	7 years	Auctions by Julie's Treasures	3 years
	Whiteford Auctions	7 years	Central Nebraska Auctions	2 years
Mar	Moorhead Liquidation	6 years	JD Auctions	1 year
	We Sell Your Stuff Inc.	6 years	Sum Company Consignment Auctions	1 year
	White Feather Trading	6 years	Vintage Gold Auctions & Consignments	1 year
	Empire Wholesale	5 years		
	Helbling Auctions	7 years	Blackhawk Tile & Stone	1 year
	Direct Asset Management of Royalton	6 years	Indigo Industrial, Inc.	1 year
	PC-Care	6 years	MN Auction Services	1 year
	Cripple Creek Auctions	5 years	MWS Sales	1 year
	Fargo Liquidators	5 years	Sabin General Auctions	1 year
	Ryan's Discount	2 years	Sibley Liquidators	1 year
	1st Choice Consignment Auctions LLC	1 year		

Average K-BID Bidder Registrations

- Prior to the April 2014 software release, **K-BID** averaged 37 registrations per day.
- We now average 82 registrations per day.