

My Story: B2B Solutions Group

“Twenty-three percent of customers were referred through the Yellow Pages website. It’s been unbelievable,” says business development manager Peter Zivanovic.

Hamilton-based B2B Solutions Group shows just how quickly companies can grow when they have a Kiwi can-do attitude.

In its first twelve months of providing network and hardware solutions for small



to medium sized businesses, thirty percent of B2B Solutions’ turnover came from Internet Yellow Pages®, referrals.

“With Yellow Pages® we basically have everything. Ninety percent of our business is driven through the web.”



B2B Solutions uses Internet Yellow Pages to help drive site traffic.

Good placement on the site has ensured that B2B Solutions attracted attention from businesses.

“We always seem to be well positioned in search results. And we’re getting some really high profile customers and great sales.”

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For more information call 0800 803 803

 Yellow Pages®

White Pages®

Local Directories™

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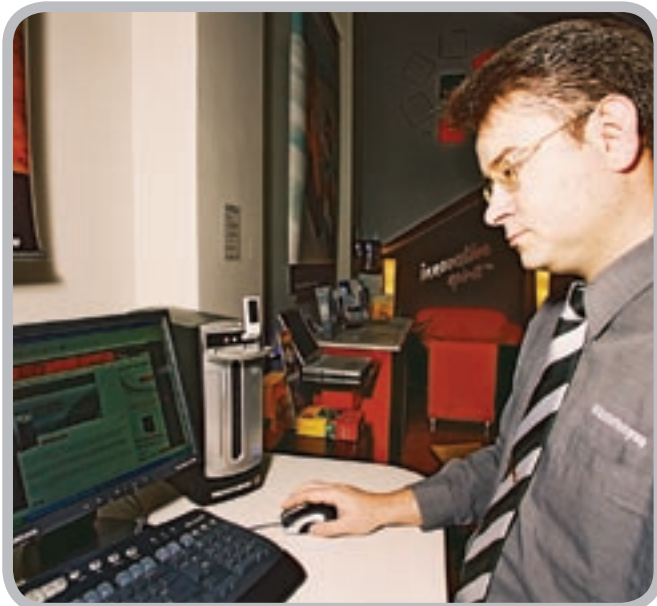
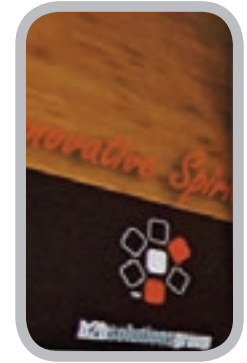
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And because B2B Solutions is listed on the Internet Yellow Pages, these high profile customers outside of Hamilton have easy access to B2B Solutions through the web.

“When Ecowize were setting up their Hamilton business from Sydney,

“They found us on the Yellow Pages website.”

Ultimately, advertising with Internet Yellow Pages means that B2B Solutions has more time to focus on their core business.



“You have to be there,” says Peter. “I’d recommend it to anybody. It’s pivotal. It’s a must-have.”

Buyers not browsers

Yellow Pages® users are customers who are ready to buy.

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