

# “Everything you need to get the sale!”



*Butler Floor & Carpet Co.*

## Q&A WITH JULIE CZIFRA

SALES MANAGER WITH BUTLER FLOOR IN BUTLER, PA

## KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR VACATION CERTIFICATES?

“We wanted to increase traffic to our store and bring in some new customers. We thought a Las Vegas giveaway sounded different and attention-grabbing, so we tried it.”

## IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR VACATION INCENTIVES INTO YOUR PROGRAM?

“We featured the vacation getaway in our advertising and it stated anyone who made a purchase of \$1000.00 or more would qualify for it. It wasn’t offered on a specific product because we didn’t want to limit our customers, we really wanted to see them take advantage of the promotion.”

DID YOU RUN A CAMPAIGN OF ANY SORT TO PROMOTE THE VACATION GIVEAWAY?

“We ran a newspaper ad, radio ad, and we placed a billboard on the highway. As a result we received a lot of phone-in inquiries, and the people who asked about the promotion would always come in afterwards to our showroom, so the traffic it generated was quite impressive.”

## RESULTS

WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING THE TRAVEL CERTIFICATES?

“We definitely got more business and increased our sales. The staff were enthusiastic about it so with the increased traffic it definitely livened up our showroom. To tell you the truth the first time we ran the promotion the results were not that evident. I think we had to get used to talking about the Vegas certificate and advertising it consistently. We decided to give it another try because we still thought the product and the idea of the promotion was good, and we’re glad we did. It really was a great promotion and it did exactly what we wanted it to.”

## BENEFITS

DID YOU FEEL THAT BY USING A TRAVEL INCENTIVE IT GAVE YOU A COMPETITIVE EDGE IN YOUR MARKET?

“Absolutely. Other flooring companies are not doing it, and really no one else in our area, in any industry, is doing it. So it’s very unique to our business and our customers are happy.”

## SATISFACTION RATING

HOW WOULD YOU RATE THE EFFECTIVENESS OF OUR PROMOTIONAL PRODUCTS OVERALL ON A SCALE OF 1-10, AND WHY?

“10/10. You provided good marketing materials for our showroom, we thought the certificate was easy to use for our customers, and our rep was extremely helpful, courteous, and provided the best service always. I would definitely recommend you guys to anyone who is looking to run a successful promotional.”



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