



## **Mortgage Clients Multiply Cruise Incentive Key Factor**

- ✓ Increase in Repeat Clients
- ✓ Increase in Client Referrals
- ✓ Business Doubling in Second Year

**Profile** RTE Capital, Inc. opened for business in 2005. This family enterprise focuses on mortgage refinancing and restructuring, industrial equipment financing and leasing as well as custom embroidery. The Evanson's implemented the cruise incentives in the last quarter of the first year. Revenues are continuing to grow, sales staff has doubled and they fully anticipate continued sales growth from \$850,000 in 2006 to \$2M by December 2007.

**Fresh Marketing Idea** Senior Vice-President Tom Evanson had never considered travel incentives to promote their new business until the idea was suggested to him in a cold call from Odenza consultant Dylan Bullock. "I loved the idea and had no idea that a cruise incentive would be within our financial reach. The cost of the trips are very reasonable and account for only 1 to 3% of gross profits," Evanson says. "Even so, I had some trepidation. We had never done business with Odenza. Dylan Bullock made me feel comfortable. He eased us through the process. So we gave it a shot and have never looked back."

### **The Promotion Spectacular Escapes: 4-day/3-night Caribbean or Mexico Cruise with Airfare**

1. Cruise offer displayed front and center on the RTE Capital, Inc. Website, and print advertising to stand out from their competitors
2. Cruise certificates are awarded to repeat, new and referred clients
3. Staff walks through the certificate redemption with their clients

"We'll give another cruise to existing customers who give us referrals! This really works well. We're now seeing results from repeats and referrals that got the trips," Evanson says. "Our next step is an incentive campaign for the staff."

**Results** "The sales people got a buzz. They are still very enthusiastic," recalls Evanson. "One staffer got five referrals from one client due to the trip! It's great when your staff tell you they can't believe the company does this to help close sales. We've gained trust and credibility for delivering what we say we will."

### **RTE Capital, Inc. - Overall Satisfaction Rating 9.5/10**

"The trip incentive has assisted us with giving customers another reason to do business with us versus the competition. Dylan Bullock has just been fantastic. We've developed a great plan here. He follows through every time and that's why he's earned my business."

**Thomas E. Evanson, Senior Vice-President, RTE Capital, Inc., Pittsburg, California February 2007**



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