

WOLFE CHEVROLET LTD.

CUR SUCCESS IS IN DIRECT PROPORTION TO THE SERVICE WE PROVIDE

Winter Cruise Incentive Drives Chevy Buyers

“The cruise promotion is a good tool to get people into the dealership and to close sales. When we give a customer a break on a car price and a nice cruise, it gets us more business and drives up our gross.”

Steve Woodcock, General Manager, Wolfe Chevrolet Ltd.



Profile Wolfe Chevrolet in Vancouver has been in business more than half a century. The dealership has been built on business principles of honesty, integrity and service to the communities and the public of British Columbia. Wolfe Chev Olds has an on-going commitment to offer the lowest possible prices with the highest level of customer satisfaction.

The Challenge Like the rainy winter weather in Vancouver, car sales tend to get sluggish in January and February. That's when Wolfe Chevrolet relies on a cruise promotion to attraction car buyers. “We deal with Odenza for our cruise promotions to add value to the vehicles we sell,” says Wolfe General Manager, Steve Woodcock. “Certain times of year work best for the promotion. For us, it's most effective during the winter months to attract customers.”

The Promo Plan U-Pick Vacations offer Wolfe Chevrolet customers the choice of a 4-day/ 3-night Carnival Cruise, or 3 days/2nights in Las Vegas, including roundtrip airfare, with the purchase of a vehicle. The offer is tied in with Wolfe's regular advertising and the GM says a one-month promo works best for them.

Results “Our customers are generally very positive to the cruise offer. The new car sales guys and the newer sales staff get a buzz when we run the promotion,” says Woodcock. “They know it works as a closing tool. When we sell more cars, then I get excited!”

Overall Wolfe Chevrolet Satisfaction 8/10

“Odenza's prices are good. I think it helps to create customer loyalty.”

Steve Woodcock, GM, Wolfe Chevrolet Ltd. Vancouver
November 2006



Odenza®

When relationships ^{really} matter.

ODENZA IS A FULL SERVICE, AWARD-WINNING TRAVEL INCENTIVE AGENCY DEDICATED TO PROVIDING PROMOTIONS THAT DELIVER MEASURABLE BENEFITS TO YOUR COMPANY

Quick Consultations! 1-877-451-7245 WWW.ODENZA.COM