

“Everything you need to get the sale!”

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Q&A WITH THOM GESSNER

GENERAL MANAGER OF LA-Z-BOY FURNITURE GALLERIES



KEY CHALLENGES

WHAT WAS THE MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

“Apart from increasing sales, the main reason for choosing Odenza was to differentiate ourselves in the marketplace.”

DID YOU FIND YOUR CUSTOMERS RESPONDED WELL TO THE VACATION INCENTIVE OFFER?

“Definitely, yes. People are always excited to go on vacations!”

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

“We created an ad for the newspaper, highlighting the dream vacation experience. Each store received their own set of incentives and when the customer came in and purchased they were given the certificate right away, even before they received their furniture. It was at the actual time of purchase that they received it.”

RESULTS

SO LET’S TALK ABOUT RESULTS. WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING OUR PROMOTIONAL PRODUCTS?

“Yes, in a tough market you need a boost to help close sales. The vacation incentive definitely helped us boost our closing ratios.”

HOW ABOUT SECONDARY OBJECTIVES, SUCH AS REFERRALS, STAFF ENTHUSIASM AND NEW MARKETING IDEAS?

“Definitely staff enthusiasm. As far as referrals go that will take time. With our previous promotion it took about six months to generate that kind of enthusiasm. We kept running the promotion every month, and customers started to notice, and they would tell their friends about it.”

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"At this point, I can tell you that my teams are really excited about the Fairmont promotion. The managers hid a couple in their desks for customers that came in with issues. For example, if a customer had purchased previously and was now having a problem, the manager would say to them, 'Well I can give you a store credit OR... ' and then they pull the incentive out and the customer would say 'Wow!' When managers are excited enough to try to use it that way, they obviously think it's valuable, so I can say that we are really excited about trying the Fairmont incentive again."

BENEFITS

YOU MENTIONED THAT THIS PROGRAM GAVE YOU A COMPETITIVE EDGE BECAUSE IT WAS DIFFERENT. WERE THERE ANY OTHER WAYS IN WHICH YOU FOUND THIS PROGRAM BENEFICIAL?

"Absolutely, the referral opportunity allowed us to produce more sales. It really generated excitement with our customers."

SATISFACTION RATING

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

"I would give it an eight. For all the reasons I said why we liked it, those things all still stand. It was crisp, clean, no red tape, no trickery, just really nice materials. The materials maintained the same level of class as our company and the same quality of presentation. The promotional products helped us bring in more people, close more deals, and our staff members were excited about the promotion so it was very effective."

OK, SO MY VERY LAST QUESTION IS: WOULD YOU RECOMMEND ODENZA PROMOTIONAL PRODUCTS TO YOUR FELLOW ASSOCIATES OR ANOTHER BUSINESS?

"Yes, I actually have already. There were a couple people in different businesses that I did recommend you to and they were very excited about it."



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