

“Everything you need to get the sale!”



MARSHMAN JEWELLERS

“It closes a lot of sales, I can tell you that. It also eliminates customer demand for discounts because I’m offering them a cruise.”

– Karol Marshman, Owner, Marshman Jewellers

PROFILE

Karol Marshman is an independent jeweller with two upscale stores and a mall kiosk. Since 2003, she has steadily expanded her customer database using Odenza travel incentives.

KEY CHALLENGES

- Getting her independent brand to be recognized.
- Finding a reliable travel incentive company, as her first promotion with another company was a disaster.

IMPLEMENTATION

With every \$1,500 purchase, customers received a 4-day Carnival Cruise for two. The cruises were featured in flyers and local radio spots in addition to their regular advertising. Marshman Jewellers also implemented an in-store training program with all of their sales staff on how to inform customers about this promotion.

Customers started to regularly come in to ask if the cruise promotion was on. That was Karol’s sign to increase the ante. So she started offering 5-day cruises with \$2,000 purchases.

“It does build repeat business. If someone is thinking of a \$1500 ring, I say why not go for a nicer \$2,000 piece and get a cruise,” she explains. “If they spend \$5,000 on a grandfather clock and some jewelry, I take a 5 day cruise certificate out of my safe and say, ‘this is especially for you’. They love it. One customer wanted the cruise more than the ring she bought!”

SATISFACTION RATING: 9/10

“Odenza goes above and beyond in taking care of your account. If I have issues, they look after them. They take care of my customers to my satisfaction.”

– Karol Marshman, Owner, Marshman Jewellers

