

AUTOMOTIVE

# OUR TOP 8 WAYS

TO USE VACATION  
INCENTIVES

## HOW TO USE TRAVEL INCENTIVES TO GROW YOUR BUSINESS AND SALES

After 20 years we know a little something about how to use our tools to help you, and we have many case studies, testimonials, and examples that show our proven results of **20, 30 and even 50% increases!**

**HERE ARE OUR TOP 8 IDEAS THAT HAVE HELPED AUTO  
DEALERSHIP CLIENTS SUCCEED**

[www.odenza.com](http://www.odenza.com)



# 8 WAYS TO USE VACATION INCENTIVES



## 1. CLOSE MORE SALES

Complimentary vacation giveaways are a far more effective tool to get someone to sign the purchase agreement.



## 2. ATTRACT MORE PEOPLE

Attract more people to your lot, and get the name/phone/email of any potential buyers with a vacation giveaway prize draw.



## 3. GENERATE REFERRALS

Reward people who refer your business to others with a vacation!



## 4. REWARD PAST CLIENTS

This is a fabulous opportunity to reward someone for doing nothing but being a great customer in the past.



## 5. BRIGHTEN UP YOUR SHOWROOM

Special event sales are a great opportunity to jazz things up and make your showroom look more alive!



## 6. ENGAGE MORE PEOPLE

We can help you reach out to the thousands of people who are checking the internet every day for online deals and sales.



## 7. ENHANCE YOUR ADS

Stand out from the competition by featuring a complimentary vacation in your advertising.



## 8. GENERATE BUZZ

Generate buzz in your area by giving away a trip per day. All you have to do is come into the showroom and complete a ballot.

# 1. Close More Sales

Tired of doing all the selling, just to have a prospect walk away and buy somewhere else for a few dollars cheaper? After you've done all the work to get a potential buyer on the lot, and put them in a car for a test drive, the biggest problem is getting them to sign on the dotted line today. You can throw in extras like floor mats, free oil changes for life, extended warranties, or cash discounts as a way of getting people to sign. However, those that have offered a complimentary cruise vacation, a one week resort stay, or a trip to Las Vegas, have found these to be a far more effective tool to get someone to sign the purchase agreement, and it often costs them less money.



## LAZ LOPEZ

GM of SUTHERLIN NISSAN  
in Fort Myers, FL

"It's a great program, we've been using it for years now, it's a straight-forward and great package. I recommend any dealership to use it. When customers are unsure, we offer them the cruise. About 80-90% of the time, they say yes, and we close the deal. It's a very helpful closing tool for us, it's fantastic."



CALL US TODAY 1-866-883-2968

## 2. Attract More People to Your Lot

**A**ttract more people to your lot, and get the name/phone/email of any “looky-loo’s” with a vacation giveaway prize draw. On top of that, anyone who purchases that day/week/month can receive a trip for 2 to Las Vegas or a 5 Day Caribbean Cruise!

This serves to set the dealership apart from others in their area, giving you a competitive advantage and added value for the customer. You can run this continually, or make it applicable to only certain vehicles that you want to move, and can roll it into a weekend special, special event or private sale.



### BRIAN WINTERS

GM of GERALD JONES HONDA  
in August, GA

“Our experience with Odenza has been very good. They’ve been very responsive, they jump on any issues we may have right away and never hesitate to pick up the phone to help out our customers. As far as recommendation goes I would advise anybody that’s looking for a way to stand out and offer their customers something that nobody else is to go ahead and give it a try.”



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## 3. Generate Referrals

Successful car dealerships have a program to reward customers who send them a prospect who buys a car. In the past, this has always been in the form of cash. It is always nice to receive cash, but it is not very exciting or memorable.

Energize your referral program by giving referrers a vacation! This type of gift will help build your business and generate more referrals. Use a direct mail piece, or create an email campaign to existing/past purchasers and service department clients.



### SUE WINCHELL

MARKETING DIRECTOR at LORENSEN  
AUTO GROUP in Westbrook, CT

"Our real objective was to keep sales strong during the month of December, and I can say we were up by at least 11% compared to last year, so we definitely accomplished what we set out to do. We will for sure do this again and again, because we were really impressed with the results. I loved the ease of the promotion, it was all so seamless."



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## 4. Reward Past Customers

All car dealers have a list of people who have been terrific repeat customers, in some cases, people and families, who only buy their cars from the same dealership. This is a fabulous opportunity to reward someone for doing nothing but being a great customer in the past. They don't have to do a thing.

Check with the service department to see when they will be in for their next service appointment. The day of the appointment, meet them at the door when they arrive, and thank them for being a great customer, and hand them a complimentary vacation. How many friends do you think they will tell?



### LEO LABBE

GM of WHALING CITY FORD LINCOLN  
in New London, CT

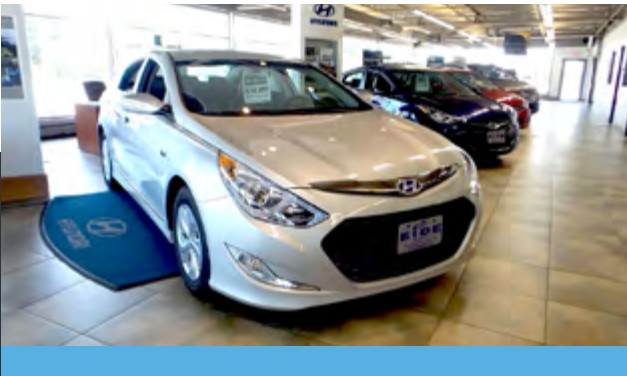
"The certificate was very clean – it was neat, it was direct, it was not your typical travel incentive product and it was very credible. The cruise certificates worked out so well we had to reorder three times - we gave out over a hundred cruises!"



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## 5. Brighten Up Your Showroom

**M**ake your showroom eye-catching with some new marketing material! Special event sales are a great opportunity to jazz things up and make your showroom look more alive! Posters, balloons, window decals, even staff dressed up in vacation wear – all of these things make the shopping experience more exciting for the customer. To top it all off, your customer can receive a 5 day cruise for 2 if they purchase a vehicle that day! You can tie your event to a special day (e.g. President's Day) or to a season (e.g. Spring Clearance).



### PAUL ERICKSON

GM of EIDE HYUNDAI  
in Grand Forks, ND

"Sales were very tough that winter and the certificates definitely helped us to achieve the sales targets we wanted. We also got a lot of word-of-mouth advertising, which was a bonus, and a lot of customers' friends and family came in asking about the Vegas trip so we earned their business too. The promotion was a success. The vacation certificates did just what we thought it would, if not better."



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## 6. Engage More People

**M**any dealerships are still not using Facebook and other social media sites to their advantage. We can help you reach out to the thousands of people who are checking the internet every day for online deals and sales, and we offer services that help you manage any negative reviews online. Make the most of this cost-effective avenue of advertising and use a vacation incentive to attract attention and set you apart from the competition.

*A Facebook specialist from our Marketing Department will help you reach targeted customers in your area through a tailored Facebook campaign. Get the word out by targeting new customers in your area and get them into your showroom.*



### JASON BRAY

GM of PINNACLE CHRYSLER  
in Windsor, ON

"The first time that we'd run it, I know that we beat all the competitors by a minimum of 20 deals. The cost of these trips is so minimal to the company, but the perceived value is phenomenal. To offer something that's unique and different to promote your business, Odenza is the way to go."

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## 7. Enhance Your Ads

Imagine all the newspaper, TV and online ads that a prospect sees per day when they are looking to buy a car. Now imagine your ad being the only one that features a Vegas trip or resort getaway. You are going to stand out from the competition and generate more leads. You could even make it a limited time offer and create a sense of urgency to 'act now'!

*We will provide you with ideas and design mock-ups for your advertising campaigns at no-charge. We will also provide you with free high-resolution images for billboards, direct mail pieces, web banners, newspaper ads or other forms of specialized advertising.*



### GEORGE NIKITOPOULOS

GM of TEAM CHRYSLER  
in Mississauga, ON

"In this market the competition is very fierce, so we needed something that had a leading edge over everybody. Odenza Marketing, by having trips and destinations to great spots, gave us that. And let me tell you, January going into Mexico or Cozumel really sounded good to our customers. We were looking for 10-12% increase in sales, I can happily say we did 24%."



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## 8. Generate Buzz

**G**enerate buzz in your area by giving away a “trip per day. All you have to do is come into the showroom and complete a ballot.” For every test drive they take, they receive a ballot. At the end of the day, a ballot is drawn, and one lucky customer receives a complimentary vacation. To get even more traction, make a local radio station event one weekend and make sure to post lots of pictures on Facebook to share the winner results!



### DAVID KENT

VP of SALES of DUECK GM  
in Vancouver, BC

“Our company has been dealing with Odenza for the last ten years, and I must say that the reliability and the consistency in which they dealt with our customers has been very good. If a customer needed help, all I had to do was give them a phone number and a name at Odenza and it was dealt with immediately. So for us being in the business of selling trucks, not travel, that’s a great tool for us to have.”

**TEST DRIVE YOUR WAY,  
RECEIVE A 1 WEEK  
RESORT STAY**

**WHEN YOU TEST DRIVE  
A NEW OR USED VEHICLE**



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# Who Are We?

*Voted as the number one choice by businesses for Travel Incentives*

-BASED ON A CONCORDIA UNIVERSITY STUDY-

## WE ARE THE #1 TRAVEL PROMOTION COMPANY IN NORTH AMERICA SINCE 1998

### EXPERIENCE:

Odenza has delivered 3420 Promotions in the last 3 years with 1140 clients in 43 industries throughout North America.

### RETURN ON INVESTMENT:

Odenza's clients reported an average increase in sales of 21.8% which is well over the industry standard of 15%.

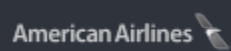
### SERVICE:

In the last 15 years we've delivered over 1.45 million certificates and our average customer inquiry response time is less than 1 minute.

### EXPERIENCE:

We survey 100% of travelled customers and 88.6% of customers scored Odenza with a satisfaction level of 8 or higher out of 10.

## HOW DO WE DO IT? GREAT PARTNERS!



**CALL US TODAY 1-866-883-2968**

# Promotion in a Box: We're Here to Help

## PROMOTIONAL FOLDER



HANGTAGS



POSTERS



BE-BACK CARDS & TABLE TALKER



## FREE MARKETING MATERIALS

THINKING OF RUNNING YOUR FIRST PROMOTION WITH US? NO WORRIES! WE'RE WITH YOU EVERY STEP OF THE WAY!

*A Promotions Coordinator from our Marketing Department will be available to answer all your questions about your travel certificates and assist you with all your marketing efforts.*

BALLOONS



WINDOW DECALS



PROMOTIONAL DVD'S FOR YOUR SHOWROOM





# Odenza

**CALL US TODAY 1-866-883-2968**

## Contact Us

Customer Inquiries: **1-800-515-5371**  
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