

“Everything you need to increase sales!”



**Q&A WITH JOHN SHIRLEY,
OWNER OF HUNTER HEAT & AIR
IN ARDMORE, OK**

KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR TRAVEL CERTIFICATES?

“We decided to use the certificates during a typically slower time of year for us. We wanted to boost our sales in March, which is when most people aren’t really thinking of installing air conditioning or heating units.”

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR VACATION INCENTIVES INTO YOUR PROGRAM?

“Customers had to opt for our higher end or at least mid-level products in order to get their choice of a Vegas trip for 2 or a Galveston cruise for 2. The cruises were definitely very popular.”

RESULTS

WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING OUR TRAVEL INCENTIVES?

“The trips helped to create a sense of urgency for customers to buy now instead of waiting, and we were able to close more deals in March this year compared to last year, probably at least a 10% increase in sales.”

BENEFITS

DID YOU FEEL THAT BY RUNNING THIS VACATION PROMOTION IT GAVE YOU A COMPETITIVE EDGE IN YOUR MARKET?

“We are already a well-known name in town, and probably the biggest company in the market, however we did find that the trips helped us close deals faster, and also encouraged our customers to buy the higher-end products.”

SATISFACTION RATING

HOW WOULD YOU RATE THE EFFECTIVENESS OF OUR VACATION CERTIFICATES OVERALL ON A SCALE OF 1-10 AND WHY?

“I’d say an 9/10. It was a great promotion, and we tested both the Vegas and cruise incentive and found that the cruise worked better for us.”

REFERRAL

WOULD YOU RECOMMEND ODENZA’S TRAVEL INCENTIVES TO SOMEONE ELSE?

“Absolutely. We are part of a group of contractors nationwide and we’ve already referred you to other stores. We know for a fact that some stores have already bought based on our recommendation.”



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