



“Everything you need to increase sales!”

JOHNSTON CHEVROLET LTD *Johnston* CHEVROLET LTD.

“We were able to gain over 80 new customers using these incentives, and at the end of the day, building relationships with customers is what keeps them coming back!”

– Lou D’Amelio, Sales Manager, Johnston Chevrolet Ltd



KEY CHALLENGES

- Finding a rewarding incentive that would accommodate Johnston Chevrolet’s customer demographic.
- Generating enthusiasm for their mid-summer sales event with something new and exciting.

ODENZA SOLUTION

The Fly Away N’ Play Las Vegas program was used as a purchase incentive during the mid-summer sales event. Sales staff were trained and showroom marketing displays were set up to create an exciting atmosphere.

BENEFITS AND RESULTS

The Fly Away N’ Play Las Vegas program motivated sales staff and increased showroom traffic. It also increased the sales of new and previously-owned GMC models for the month of June. Johnston Chevrolet sold 24 new vehicles within a two week period.

SATISFACTION RATING: 9/10

“The Odenza program definitely helped us meet our goals, which is why we continue to buy from you!”

- Lou D’Amelio, Sales Manager, Johnston Chevrolet Ltd

