

“Everything you need to increase sales!”



Q&A WITH ALEX GINSBERG,

SALES MANAGER FOR ASHLEY HOMESTORE, CORPUS CHRISTI, TX

KEY CHALLENGES

WHY DID YOU DECIDE TO TRY OUT ODENZA'S TRAVEL INCENTIVES?

In general, anything that can help us move more furniture is something we're interested in trying out; and on the incentive front, we had tried our hand at vacation promos, but the providers weren't the best. We wanted to find an incentive company that was good at what they did, and we'd heard a lot of good things about Odenza.

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

For the most part, we used the vacations as a way to get customers to buy more. They had to spend a certain amount to receive a trip to Vegas or Orlando – the trip was their choice, all they had to do was spend above the required minimum.

HOW DID YOU ADVERTISE THE PROMOTION?

Through our website, on social media, we sent out flyers, and we really pushed a strong promotional presence for it in-store.

RESULTS

WHAT HAVE THE RESULTS BEEN LIKE SINCE STARTING THE PROMOTION?

They've been great! Personally, I've been thrilled with the incentives Odenza provided us, and the sales team has found it so easy to really illustrate the value of these incentives to customers. I know of a number of customers who have consciously made the decision to buy just a bit more so that they hit that minimum cost to qualify for the trips. We wanted to sell and upsell more, and that's exactly what has happened.

WHAT HAS YOUR EXPERIENCE BEEN LIKE WORKING WITH ODENZA?

Fantastic. As I said, the incentives are outstanding and simple in terms of implementation. That's what you want when you're kicking off a new strategy: you don't want it to be disruptive to your current sales efforts.

WOULD YOU RECOMMEND US TO OTHER BUSINESSES?

Yes, most definitely!

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fly away & play

LAS VEGAS VACATION GIVEAWAY

Ashley HOMESTORE

20% off
your entire furniture purchase of \$1999 or more

trip for 2 includes
ROUND TRIP AIRFARE
for two adults
3 DAYS & 2 NIGHTS
Your Choice of 4 Casino Hotels

OR
72 months
no interest

SATISFACTION RATING

SATISFACTION RATING: 10/10

“A 10, for sure. I love the products, I love the service all of you provide – everything has just worked so well.”

– Alex Ginsberg, Sales Manager For Ashley Homestore



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