



Odenza Auto - Import auto dealer success stories

# “Everything you need to increase sales!”



## RED DEER MITSUBISHI

Q&A WITH DANA BUDD, DEALERSHIP CONTROLLER  
WITH RED DEER MITSUBISHI, ALBERTA

ON THE RESULT OF THEIR INCENTIVE EFFORTS, DANA SAYS...

*We've had consistently great results over the years of working with Odenza. Being able to offer customers more experience-focused rewards has played a substantial role in us being able to sell more and get more people into the showroom. We're very happy.*

## KEY CHALLENGES

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

Our main reason was simple: we wanted to give trips away to customers. We found Odenza online, checked out the great reviews and how long they've been in business for, and we knew that they were the kind of incentive company we were looking for.

## IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

We primarily use the incentives as closing tools. We've been doing business with Odenza since 2013, and we've found that having these incentives to bring people over the line for a purchase has always been the most effective option.

We will also use the trip giveaway for specific promotional efforts at different times of the year, but they are consistently utilized to help us secure those sales that we may not have closed without the added value of a travel incentive.

HOW DID YOU ADVERTISE THE INCENTIVES?

We don't have to advertise that much, and part of that is because we've already established the incentives as part of our strategy for the past few years. Occasionally, we run radio ads as they've proven to be quite effective for us. Outside of that, we make sure to tell every customer about the offer when they're visiting the showroom in order to create excitement.

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## EXPERIENCE

### WHAT HAS YOUR EXPERIENCE BEEN LIKE WORKING WITH ODENZA?

We've been with Odenza for many years now and it is safe to say our experience has always been positive. The travel incentives themselves are great, of course, and we never have any problems getting in touch if we have any questions or concerns.

### WOULD YOU RECOMMEND US TO OTHER BUSINESSES?

Yes, we absolutely would.

### SATISFACTION RATING: 9/10

*It's always been smooth sailing with Odenza, and our customers love the travel certificates they receive when purchasing a vehicle. We're looking forward to continuing to work with Odenza in the years to come.*

*- Dana Budd, Dealership Controller With Red Deer Mitsubishi, Alberta -*



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