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Odenza Auto - Import auto dealer success stories

“Everything you need to increase sales!”

REVY AUTO GROUP

Q&A WITH ERIC MEILLEUR, MARKETING ADVISOR WITH REVY AUTO GROUP, BRITISH COLUMBIA

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

They've been very successful, especially in terms of getting people to participate in different draws and helping us close those tougher car sales. I'd say that, every week, we get at least a dozen people who come in to fill out the ballots to go in the running for trips. There's so much consistent interest, and we've been so happy with the overall performance.



KEY CHALLENGES

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

So, the main reason for trying Odenza out was because we wanted to be able to offer our customers something extra. We noticed a good number of local competitors who had their own types of offers and giveaways on the go, and we wanted to ensure we would be offering something that would stand out from them – travel incentives fit that bill.

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

Our main approach has been to use the incentives as closing tools and prizes. We run draws and ballots, which get a lot of traction in terms of people coming into the dealership to enter. As closing tools, we utilize them on a case-by-case basis, especially if the purchase is a larger one where a travel offer can close the sale.

HOW DID YOU ADVERTISE THE INCENTIVES?

For us, we don't have to advertise too heavily, but we put ads out in the local newspaper as we've found that's very effective for our area. We also do in-store marketing and encourage a lot of word-of-mouth, which really works when you're located in a smaller city like we are.

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EXPERIENCE

WHAT HAS YOUR EXPERIENCE BEEN LIKE WORKING WITH ODENZA?

It's been a wonderful experience so far, and I have no doubt it's going to continue that way. Your products are great; they've allowed us to run exciting draws and close tougher sales. That's what you want at the end of the day.

WOULD YOU RECOMMEND US TO OTHER BUSINESSES?

Yes, absolutely.

SATISFACTION RATING: 10/10

From my experience, customers have loved the giveaways and trips; and Odenza has been very receptive and helpful whenever we've had questions or concerns. Working with Odenza has been a fantastic experience.

- Eric Meilleur, Marketing Advisor With Revy Auto Group, British Columbia -



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