



“Everything you need to increase sales!”



NEW WAY FORD

Q&A WITH KYLE BAUER, GENERAL MANAGER WITH NEW WAY FORD, IOWA

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

“We’ve seen really good results using the certificates as closing tools. At first, some our customers were shocked about the idea of being able to get a trip with a vehicle purchase – it has a real sense of value. A lot of those customers have gone on to book their trips now, I know some of them have travelled already, and they’ve all had great things to say about the experience!”



KEY CHALLENGES

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

I actually made the decision after receiving an email from Odenza that included details about the types of vacations they offer. Honestly, I just thought it was a really intriguing idea, and no one else in our area was offering something like that to customers, so I figured why not us?

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

We implemented the certificates as closing tools, because the common challenge is getting a customer over the line if they’re a bit uncertain of whether or not to go through with a purchase. When you tell someone they’ll get a vacation with their car purchase, their eyes definitely light up.

HOW DID YOU ADVERTISE THE INCENTIVES?

We ran a radio ad for a couple of months and put money behind social ads on Facebook. They definitely did the trick as a lot of people came in and wanted to know more about the offer. We also made use of the hang tags and signage around the dealership – we had a hang tag on every vehicle.

Those combined efforts of the ads and the dealership signage really got a lot of folk intrigued, which was great.

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Odenza Auto - Domestic auto dealer success stories

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EXPERIENCE

WHAT HAS YOUR EXPERIENCE BEEN LIKE WORKING WITH ODENZA?

It's been a positive experience, definitely. Personally, the service and support I've received from Odenza has been fantastic, and I know those customers of ours who've gone through the booking process for their vacations have found the entire process a breeze.

WOULD YOU RECOMMEND US TO OTHER BUSINESSES?

Yes, I would.



SATISFACTION RATING: 9/10

We're really happy with how the travel incentives have performed. Our customers love them, they've definitely allowed us to sell more vehicles, and I really appreciate how easy it is to get in touch with Odenza with any questions or concerns.

- With Kyle Bauer, General Manager With New Way Ford -



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