



“Everything you need to increase sales!”

JIM GAUTHIER CHEVROLET



Q&A WITH JARRETT BEYKO, VICE PRESIDENT OF JIM GAUTHIER CHEVROLET, MANITOBA

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

“For us, the results have been great. We’ve been working with Odenza for four years now, so it’s safe to say we’re happy with how the incentives have allowed us to grow our sales and get more people excited when running promotions.”



KEY CHALLENGES

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

To be honest, one of the main reasons Odenza really piqued my interest was because of the Vegas getaway they offer. There weren’t really many other companies offering something like that, and I knew it was the type of gift that our customers would love.

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

We often run promotions or specials where a travel certificate is offered as a gift with purchase. It could be for buying a new vehicle or previous-year models we need to move to make way for the newest models.

What we do know is that these value-added offers tend to be really exciting to our customers, and they can go a long way in helping us close sales that might’ve otherwise never happened. It’s always a great feeling when you have a happy customer leaving your showroom.

HOW DID YOU ADVERTISE THE INCENTIVES?

We’ve been using Odenza’s travel incentives for several years now, so we’ve advertised a lot of our promotions and specials across several channels. Social media, radio, print and display ads – we like to account for each medium our customers use to really spread the word.

In the showroom itself, we use a lot of the marketing materials that are provided by Odenza. Having that cohesion between the advertising efforts and in the in-house marketing collateral really helps keep customers excited about what we’re offering.

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EXPERIENCE

WHAT HAS YOUR EXPERIENCE BEEN LIKE WORKING WITH ODENZA?

It's been a fantastic working relationship. Robyn's looked after our account since we've been with Odenza, and she takes really good care of us. Our staff love being able to utilize the incentives, and our customers who've used the travel certificates have only had good things to say.

WOULD YOU RECOMMEND US TO OTHER BUSINESSES?

Not to my competitors, but to any other business we're not up against?
Absolutely!



SATISFACTION RATING: 10/10

It's a 10 for me, easy. The travel incentives have consistently allowed us to run special offers that get customers excited, through the doors, and driving away in one of our vehicles.

- With Jarrett Beyko Vice President Of Jim Gauthier Chevrolet, Manitoba -



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