

# “Everything you need to increase sales!”



## CHECK CORPORATION

Manufacturer of car seat heaters for the “after market” Automotive Industry, Check sells to car dealerships and small ‘upfit’ independents, who install the product for many dealerships as well as individuals.

*“We achieved increased off-season sales with an incentive product that works. It gives us a reason to call customers in early spring, ask them how things are going and to offer the travel reward.”*

– Nathan Mades, Product Manager

## KEY CHALLENGES

- Drive Sales Farther into U.S./Canada
- Ninety per cent of seat heater sales come from auto dealership customers. With more than 100,000 dealerships & 16,000 independent installers out there, Check wanted a lot more business.

## IMPLEMENTATION

- Word of mouth feedback on travel incentives led Check to Odenza to help launch Check Corp’s first ever summer promotion.
- Sports & Entertainment products were recommended by Odenza to generate new summer sales to dealerships and especially installers, who had never heard of incentives.
- Sports or Entertainment Reward Certificates awarded with individual or accumulated sales of \$3,000. “It was the first time we ever rewarded our achievers with a group cruise,” says Maria LaSala. “Odenza made sure every request was carried out. She booked all the flights and hotels, handled the transfers and travel insurance. I could not have done this without them,” she says.

## BENEFITS AND RESULTS

- Major Growth Among Independent Installers
- New upfit installers earn Reward Certificates

**SATISFACTION RATING: 10/10**

*“Odenza has been able to take all of our feedback to make a winning program better every year. They have been available to customers. We’re really happy with Odenza Marketing”*

– Nathan Mades, Product Manager



**Odenza**<sup>®</sup>

www.odenza.com

CALL US TODAY! 1-866-883-2968