



# “Everything you need to increase sales!”

## COLD LAKE CHRYSLER

Q&A WITH KEN GERRARD, GENERAL MANAGER  
OF COLD LAKE CHRYSLER IN COLD LAKE, AB



## KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

“Our dealership burnt down a few months ago so we were forced to work out of trailers. Even though the dealership is getting rebuilt and they’re getting set to pour the foundation, we wanted to let people know we’re still here and still doing business.”

## IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

People who bought a car received a free trip to Vegas. We did strictly radio advertising and it brought lots of people in. They actually came in looking for it, would ask about it, and that would lead to a sale! We ended up ordering more certificates - we had so many people buying during the promotion because the trips were such a huge hit!

## RESULTS

WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING OUR PROMOTIONAL PRODUCTS?

It definitely increased sales. The customers were really happy. I was very impressed about how clear it spelled everything out for the customer. The sample packages that you provided the salespeople with really helped them out because they could use them as a reference with the customer so they knew what was going on.

## SATISFACTION RATING

HOW WOULD YOU RATE THE EFFECTIVENESS OF OUR PROMOTIONAL PRODUCTS ON A SCALE OF 1-10 AND WHY?

I’ll have to give it a 9. The success of the promotion was phenomenal, it worked very well with our radio campaign, everyone was hearing it and it generated a huge response. It brought us a lot of customers, and again the packages that you sent for the salespeople helped explain it better to the customers than other promotions we had run before. I will definitely run this promotion again.



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