



“Everything you need to increase sales!”

CHRISTOPHER CHEVROLET BUICK

Q&A WITH JOE ORTA, GENERAL MANAGER OF CHRISTOPHER CHEVROLET BUICK IN TICONDEROGA, NY

KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR TRAVEL CERTIFICATES?

We just wanted to create some excitement and sense of urgency for the customers to “act now.”



IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR VACATION INCENTIVES INTO YOUR PROGRAM?

We added the Vegas incentive into our radio ad as soon as we thought about doing this – we were excited to see what kind of response we’d get. We started getting some interest right away so we put in our ad that we had 25 Vegas trips to give away and the first 25 customers who came in and bought a car would receive it.

RESULTS

WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING OUR TRAVEL INCENTIVES?

The promotion went really well. The salespeople were excited to use the certificates as closing tools when talking to customers, and basically would send them to me to finalize the papers and at that point I would hand them the certificate and answer any questions they had. It was a very easy program to use and we had no issues.

BENEFITS

DID YOU FEEL THAT BY RUNNING THIS VACATION PROMOTION IT GAVE YOU A COMPETITIVE EDGE IN YOUR MARKET?

Usually with incentives you might run into customers calling back with negative feedback or issues but with this program, everything was easy and clear, the conference call really helped our sales guys know what they were talking about, and having a clear system of me handing the customer the certificate and being the designated person to answer any questions really helped organize the promo.

SATISFACTION RATING: 10/10

“It was a success. We will be running this every 90 days because we are very satisfied with the results. It has become a regular program on our promotions agenda.”

- Joe Orta, General Manager, Christopher Chevrolet Buick

