



# “Everything you need to increase sales!”

## CROWFOOT FORD



## KEY CHALLENGES

WHAT WAS THE MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

“Apart from increasing sales, the main reason for choosing Odenza was to differentiate ourselves in the marketplace.”

DID YOU FIND YOUR CUSTOMERS RESPONDED WELL TO THE VACATION INCENTIVE OFFER?

“Definitely, yes. People are always excited to go on vacations!”



## IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

“As a closing tool, it emphasized value in our price and it was a good product incentive.”

DID YOU FIND YOUR CUSTOMERS RESPONDED WELL TO THE VACATION INCENTIVE OFFER?

“Yes, we received a strong response from the vacation featured in our newspaper and radio ads.”

## BENEFITS AND RESULTS

DO YOU FEEL THAT BY RUNNING THIS PROGRAM IT GAVE YOU A COMPETITIVE EDGE IN YOUR MARKET?

“Yes, I think that this program is unique compared to what everybody else is offering.”

WERE THERE ANY OTHER WAYS IN WHICH YOU FOUND THIS PROGRAM BENEFICIAL?

“Yes, the staff really like it, because they actually see value in it that’s why it really helps boost the confidence of the new salespeople.”

## SATISFACTION RATING

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

“I’d give it a 9, because I never give a perfect score! Everything was good, the trip itself and the marketing materials that you provided...it’s a pretty good, pretty round deal!”

WOULD YOU RECOMMEND ODENZA PROMOTIONAL PRODUCTS TO YOUR FELLOW ASSOCIATES OR SOMEONE ELSE?

“No, because I want to have the upper hand and I don’t want to give away my secret! But in another industry, definitely, yes!”



Odenza®

[www.odenza.com](http://www.odenza.com)

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