



“Everything you need to increase sales!”

GORDIE BOUCHER FORD



“The Las Vegas vacation packages generated huge interest from customers as well as other dealerships in the area. We still had customers asking about the Las Vegas promotion a month later!”

– Tom Dasko, Business Development Manager

KEY CHALLENGES

- Sourcing incentive products that could add value to Gordie Boucher’s monthly “zero-finance” promotion.
- Increasing consumers’ confidence and increasing sales during a typically slow time of the year.

ODENZA SOLUTION

- Fly Away N’ Play Las Vegas program – includes round trip airfare for 2 plus 2 nights of free accommodations in Las Vegas, Nevada.
- XM satellite radio gift certificates.

IMPLEMENTATION

The Fly Away N’ Play Vegas vacation packages proved extremely effective as closing tools, while the satellite radio gift certificates helped encourage test-drives. Both products improved traffic flow and generated excitement in the showroom for both the sales staff and the customers.

BENEFITS AND RESULTS

The Fly Away N’ Play Las Vegas program, used in collaboration with the satellite radio gift certificates, improved the growth of Gordie Boucher’s loyal customer base, and sales went up 15% during a typically slow time of year. Gordie Boucher of West Bend was awarded #1 Ford dealership, and is ranked as one of the Top 10 dealerships in the United States.

SATISFACTION RATING: 9/10

“I consider Odenza at the top of the incentive supplier chain!”

- Tom Dasko, Business Development Manager



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