



“Everything you need to increase sales!”

■ PIONEER CHRYSLER



■ KEY CHALLENGES

- With the introduction of employee pricing, a strong jump-start was needed to stand out from competitors – especially other Chrysler dealers.
- Providing customers with added value to promote strong customer loyalty.

■ ODENZA SOLUTION

- One Day Private Sale featuring Odenza Vacation packages.

■ IMPLEMENTATION

- Invitations with personal follow-up calls went out to loyal, repeat customers in the database to attend the exclusive ONE DAY PRIVATE SALE in the showroom.
- Wine and cheese was served while customers received a 3-day luxury trip to Las Vegas or Disneyland, including round trip airfare, or a 4-day Carnival Cruise with every vehicle purchase.

■ BENEFITS AND RESULTS

- 36 vehicles sold in one day, meeting 28.8% of their monthly sales target.
- Motivated sales staff.
- Customers loved the trips.

SATISFACTION RATING: 10/10

“I view the trips as a strong sales tool, and it worked especially well with our private sale. It strengthened customer loyalty and that is our goal. Our Odenza representative treated us so well, we don’t even bother to look at products or prices from other promotional companies.”

- Wayne Shaw, General Manager, Pioneer Chrysler



Odenza®

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