



“Everything you need to increase sales!”

WHALING CITY FORD LINCOLN

Q&A WITH LEO LABBE, GENERAL MANAGER OF WHALING CITY FORD LINCOLN MAZDA IN NEW LONDON, CONNECTICUT



KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR TRAVEL CERTIFICATES?

We’ve run many different types of promotions before, but never one where we gave away Cruise Vacations. When your account executive approached me, it seemed like a neat idea, so we decided to try it.

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR VACATION INCENTIVES INTO YOUR PROGRAM?

We were very excited at the dealership. I bought giant sunglasses for everyone, we had a big TV ad – we wanted everyone to know that with EVERY purchase you could get a cruise. You have to make the whole facility, everybody totally aware that this is happening at your location.

RESULTS

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

Yes, we had a great promotion, and the thing is, if you drive the message home to your employees, you will get the results. We had all kinds of signage for the showroom, we had banners, it was a good sale all around. After the conference call with you we had another sales meeting the next morning to get everyone pumped up. We were able to get the results we did because we had a strong ad, not just something small saying “a giveaway trip.” We had a strong message that said, “Don’t miss the boat!”

BENEFITS

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

The certificate was very clean – it was neat, it was direct, it was not your typical travel incentive product and it was very credible.

SATISFACTION RATING: 10/10

*“The cruise certificates worked out so well we had to reorder three times!
We gave out over a hundred cruises!”*

Leo Labbe, General Manager



Odenza®

www.odenza.com

CALL US TODAY! 1-866-883-2968