



“Everything you need to increase sales!”



WOLFE CHEVROLET LTD.

“The cruise promotion was a great tool in getting people into the dealership and closing sales. When we give a customer a break on a car price plus a nice cruise on top of that, it gets us more business and drives up our gross sales numbers.”

– Steve Woodcock, General Manager

KEY CHALLENGES

Like the rainy winter weather in Vancouver, car sales tend to get sluggish in January and February. That’s when Wolfe Chevrolet relies on a cruise promotion to attraction car buyers. “We deal with Odenza for our cruise promotions to add value to the vehicles we sell,” says Wolfe General Manager, Steve Woodcock. “Certain times of year work best for the promotion. For us, it’s most effective during the winter months to attract customers.”

IMPLEMENTATION

The U-Pick Vacations offered Wolfe Chevrolet customers the choice of a 4-day/ 3-night Carnival Cruise, or a 3-day/2-night stay in Las Vegas, including roundtrip airfare, with the purchase of a vehicle. The offer was featured in their regular advertising the promotion ran for one month.

RESULTS

“Our customers’ reactions were very positive to the cruise offer. The new car sales guys and the newer sales staff definitely got a buzz when we ran the promotion,” says Woodcock. “They know it works as a closing tool. When we sell more cars, then I get excited!”

SATISFACTION RATING: 8/10

“Odenza’s prices are good. I think it helps to create customer loyalty. We’ll definitely be buying more.”

– Steve Woodcock, General Manager



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