

“Everything you need to increase sales!”



YORKTON DODGE



“When we started the program the response and interest level by our customers was huge!”

– Doug Arnet, Sales Manager



KEY CHALLENGES

- Generate loyalty and trust from the local market by setting themselves apart from their competitors in the surrounding area.
- Coming up with a promotion idea that would entice customers to attend Yorkton Dodge dealership sales events held periodically throughout the year.

IMPLEMENTATION

Yorkton Dodge used Odenza’s Fly Away N’ Play Las Vegas programs to generate enthusiasm amongst sales staff and customers. They implemented a ‘One Day Sale’ that rewarded attendees who purchased a car with a getaway to Las Vegas, Nevada, one of the top 10 preferred destinations for consumers.

BENEFITS AND RESULTS

The Fly Away N’ Play Las Vegas package made their sales events highly appealing. It motivated their sales staff and built excitement, increased traffic and helped push the sales of Dodge vehicles for their second quarter. Odenza’s travel products presented Yorkton Dodge with a suitable means of attracting new and existing customers and established their niche market in an otherwise difficult geographical setting.

SATISFACTION RATING: 10/10

“Our sales event worked out well, and the amount of interest that the Las Vegas package generated was outstanding!”

- Doug Arnet, Sales Manager, Yorkton Dodge



Odenza®

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