

“Everything you need to increase sales!”



RTE CAPITAL, INC.

“The cruise incentive really works well. We’re now seeing results from repeats and referrals that got the trips,” Evanson says. “Our next step is an incentive campaign for the staff.”

– Thomas E. Evanson, Senior Vice-President, RTE Capital, Inc., Pittsburg, California

PROFILE

RTE Capital, Inc. opened for business in 2005. This family enterprise focused on mortgage refinancing and restructuring, industrial equipment financing and leasing as well as custom embroidery. The Evanson’s implemented the cruise incentives in the last quarter of the first year. Revenues are continuing to grow, sales staff has doubled and they fully anticipate continued sales growth.

KEY CHALLENGES

Senior Vice-President Tom Evanson had never considered travel incentives to promote their new business until the idea was suggested to him by an Odenza consultant. “I loved the idea and had no idea that a cruise incentive would be within our financial reach. The cost of the trips are very reasonable and account for only 1 to 3% of gross profits,” Evanson says.

IMPLEMENTATION

RTE used the Spectacular Escapes program - a 4-day/3-night Caribbean or Mexico Cruise with Airfare

1. Cruise offer displayed front and center on the RTE Capital, Inc. website, and print advertising to stand out from their competitors
2. Cruise certificates are awarded to repeat, new and referred clients

RESULTS

“The sales people got a buzz. They are still very enthusiastic,” recalls Evanson. “One staffer got five referrals from one client due to the trip! It’s great when your staff tell you they can’t believe the company does this to help close sales. We’ve gained trust and credibility for delivering what we say we will.”

SATISFACTION RATING: 10/10

“The trip incentive has assisted us with giving customers another reason to do business with us versus the competition. Odenza has just been fantastic. We’ve developed a great plan here.”

– Thomas E. Evanson, Senior Vice-President, RTE Capital, Inc., Pittsburg, California



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