

“Everything you need to increase sales!”



DIRECTBUY, EDISON, NEW JERSEY

“No question, the cruise incentive has helped us build our membership base.”

– Pete D’Auito, Marketing Manager

KEY CHALLENGES

Needed a strong incentive to encourage more prospective customers to pay full memberships up front rather than on a finance plan. With an abundance of renovating home owners in the area, Marketing Manager Pete D’Auito believed a vacation getaway would add great value to their DirectBuy membership drive

IMPLEMENTATION

Odenza recommended an incentive travel promotion offering 4-day, 3-night Carnival Cruises for each fully paid new membership.

- “Carnival is a top name in the cruise ship business,” says D’Auito.
- “We like the fact that the vacations are family-oriented with lots of kids’ activities.

BENEFITS AND RESULTS

New customers receive a cruise certificate when they pay the DirectBuy membership in full.

Edison DirectBuy staff inform clients they are responsible for taxes and airfare.

“Our customers don’t think twice about these issues because they want the DirectBuy membership, and they love the fact we’re giving them a free \$1000 cruise and advise them on super flight deals to get there,” D’Auito says.

SATISFACTION RATING: 10/10

“I’ve had customers tell me they had more fun on Carnival than on the most expensive cruise liners out there. The trips are a good investment. It was a great choice.”

– Pete D’Auito, Marketing Manager DirectBuy, Edison, New Jersey



www.odenza.com

CALL US TODAY! 1-866-883-2968