

# “Everything you need to increase sales!”



## DIRECTBUY OF PINELLAS COUNTY

*“We’ve been using Odenza’s travel incentives and they work great with our customer demographic. They now have become an integral part of what we do!”*

– Pete Wisniewski, Manager

## KEY CHALLENGES

- Provide more consumer membership privileges and benefits to get them to purchase at a higher frequency and attend showroom auctions.
- Build a stronger client membership base with successful incentives that reward members for referring family and friends.

## ODENZA SOLUTION

- Dynamic vacation incentive products; including cruise excursions
- Direct relationships and partnerships in place with recognized
- Vacation suppliers
- Business development team
- Full-service travel agency and fulfillment house
- Additional marketing and advertising materials

## IMPLEMENTATION

DirectBuy of Pinellas County implemented a direct mail promotion including new membership benefits to qualifying customers – dependent on market demographics. Approved membership applicants were presented with Odenza’s 4 day Caribbean Cruise vacation package; used as a membership full-payment incentive or guest membership referral reward.

## BENEFITS AND RESULTS

- DirectBuy of Pinellas County augmented membership for the last month of 2007, and rewarded new members with a fabulous 4 day Caribbean Cruise vacation.
- Increased new memberships and referrals
- Strengthened brand awareness and identity
- Provided extra value for full-payment of membership

### SATISFACTION RATING: 10/10

*“Building our membership base for Direct Buy is important, but just being able to give our new members something extra makes us much more exclusive!”*

– Pete Wisniewski, Manager DirectBuy of Pinellas County

