

# “Everything you need to increase sales!”



## Q&A WITH EUGENE POUND

OWNER OF NORTHERN TROPICAL SPAS, FORT MCMURRAY, AB

## KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING ODENZA’S PROMOTIONAL PRODUCTS?

“We had an upcoming tradeshow, and we needed something that would get prospects to close. Tradeshow have always generated a lot of traffic, but closing on the spot was always an issue.”

## IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

“We gave away a free trip to everyone who purchased a spa tub that was \$10,000 or more, and we set aside one of the trips so anyone who didn’t meet the minimum could still get entered into a draw for a free vacation.”

## BENEFITS

WHAT DID YOU FIND PARTICULARLY BENEFICIAL ABOUT THIS PROGRAM?

“These trips are great closing tools. I can remember so many instances where people were unsure, since it is a big purchase after all, but when I pulled out the trip, it made them decide to go through with the deal right away. It’s nice to have something that draws people in and just gives them that something extra to close the deal. Also, I think these trips are great gifts and I will use some to thank my staff.”

## RESULTS

WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING OUR PROMOTIONAL PRODUCTS?

“Yes, definitely. We sold a lot of tubs, the tradeshow was a huge success, and we’re using these at every tradeshow and special event sales from now on!”

## RESULTS

HOW WOULD YOU RATE THE EFFECTIVENESS OF OUR PROMOTIONAL PRODUCTS OVERALL ON A SCALE OF 1-10, AND WHY?

“10 out of 10! These are amazing promotional tools and I would recommend your products to my friends for sure!”



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