

“Everything you need to increase sales!”



Q&A WITH MOE HAGHNEGAHDAR

OWNER OF CANADIAN CARPET & TILE



KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

We have four store locations across the lower mainland and we wanted to increase our brand awareness and closing rates. We decided to try vacation incentives because it was something different and exciting.

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

The promo worked out very well for us. The featured locations of the program were very popular with the customers. We had all the balloons and posters up for the weekend sale, and we advertised in flyers and newspaper. It got a lot of people through the door and our showroom was extremely busy! The customers didn't have to make a purchase the same day, because in the flooring industry each job requires a certain time period for completion. So during the weekend sale they just needed to sign up for measurements, and after the estimates were done we could then talk about closing the deal. They had a certain amount of time to finalize the purchase, because it was a limited time offer. The trips helped us close pretty much all of the deals, it's such a great closing tool.

RESULTS

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

It helped us close deals a lot faster than normal. Two of our stores reported some of the best sales numbers we've ever had! All the marketing materials and program overview packages helped motivate the salespeople, they were very comfortable explaining to customers about the promotion and getting them excited.

SATISFACTION RATING

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

9/10. It was a great promotion and with the variety of products you offer we can keep it fresh and exciting for the customers. It also gives them different options for destinations they'd like to vacation in. I already have my marketing manager looking at the next 6 months to a year to see where we can fit in more of these types of promotions, I want to run this at least three to four times a year!



Odenza[®]

www.odenza.com

CALL US TODAY! 1-866-883-2968