



Odenza Auto - Import auto dealer success stories

“Everything you need to increase sales!”



Q&A WITH JOE KIRKLAND, GENERAL MANAGER OF AJAX NISSAN IN AJAX, ON

KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

I've ran a promotion before featuring free Vegas trips with a different company. I liked what Odenza's Vegas program offered as opposed to the other company because from a consumer standpoint, it is more appealing. It has the roundtrip airfare, and the 2 nights of accommodations. In the car industry, word gets around pretty quick if something is a gimmick. So I was looking for something that would give my customers real added value.

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

We had three to four media pages a week in the paper featuring the Vegas trips. We also had a giant banner outside and window stickers made up for the car windshields that said "with every new or used vehicle purchase receive a FREE LAS VEGAS HOLIDAY Air and Hotel Included!" We put up all the marketing materials you provided us with: the posters, the hang tags for the rearview windows, and we had the table-toppers on all the desks and counters. Our showroom looked really good.

RESULTS

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

The promotion was a huge success. The first month we ran it, we were top of our class, and we hit 176% of our sales target. We had customers travel 4 hours to buy their car here just to get the Vegas trip! We definitely acquired a lot of new customers. It was a great closing tool.

SATISFACTION RATING

WHAT WOULD YOU RATE THE EFFECTIVENESS OF OUR PROMOTIONAL PRODUCTS ALL ON A SCALE OF 1-10 AND WHY?

10/10. I was very happy with your service and the promotion. We were originally going to just run it for one month, but our results were so great that we decided to extend it for another month and a half. We definitely plan to run this 3-4 times a year, featuring different vacation incentives.



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