



**TOYOTA**

# “Everything you need to get the sale!”

## RAINBOW TOYOTA

### Q&A WITH DEAN ANDERSON , GENERAL MANAGER OF RAINBOW TOYOTA IN NORTH BATTLEFORD, SK



#### WHAT WAS YOUR MAIN REASON FOR USING OUR TRAVEL CERTIFICATES?

“We liked the idea of the promotion. We wanted to do something unique, something different from the everyday same old promotion that the customer was used to seeing.”

#### HOW DID YOU IMPLEMENT OUR VACATION INCENTIVES INTO YOUR PROGRAM?

“We featured the incentive in all our marketing, both internally and externally. We utilized all of the posters and hangtags you had sent us. Some of the salespeople even had the “Ask us about your vacation” buttons on to help encourage customers to ask about the promotion. In addition to the marketing materials, we ran regular radio and newspaper ads. It worked out extremely well as a sales tool and closing tool.”

#### WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING OUR TRAVEL INCENTIVES?

“Yes! Believe it or not, gross profit percentage per car was higher than our average month, even with the cost of the travel certificate factored in! We met our sales targets and we’re all excited. Customers were very receptive to the promotion as well. We had one customer that wanted to make sure he got his certificate right away even though we had to order a model to get custom-made, because he was so excited to take his Vegas trip!”

#### DID YOU FEEL THAT BY RUNNING THIS VACATION PROMOTION IT GAVE YOU A COMPETITIVE EDGE IN YOUR MARKET?

“It definitely gave us an edge. We had something to offer that other dealerships didn’t. We are looking forward to running the promotion again very soon.”

#### HOW WOULD YOU RATE THE EFFECTIVENESS OF OUR VACATION CERTIFICATES OVERALL ON A SCALE OF 1-10 AND WHY?

“10 - it created excitement, and it gives the customer something over and above the vehicle.”

#### WOULD YOU RECOMMEND ODENZA’S TRAVEL INCENTIVES TO SOMEONE ELSE?

“I’ve already told my Odenza rep that if you’re trying to sell it then have someone phone me. And I did that unsolicited too! If you need a referral, no need to ask, send them right over!”



[www.odenzaauto.com](http://www.odenzaauto.com)

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