

# “Everything you need to increase sales!”

## *Royalty Goldsmiths*

### Q & A WITH DEREK NIEWINSKI

OWNER OF ROYALTY GOLDSMITHS



### KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

“The most obvious reason was to increase sales, but I also wanted to find something that would set me apart from the competition and create an edge for myself.”

### IMPLEMENTATION

DID YOU RUN A CAMPAIGN OF ANY SORT TO PROMOTE YOUR PROGRAM?

“I ran magazine ads and had spots on the local radio station featuring the trips. I made it clear that it wasn’t a draw, but a ‘Free Gift with Purchase’. The ads resulted in more people shopping at our store. We also played the promotional DVD supplied by Odenza in the store. It was very effective.”

### RESULTS

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

“Yes, definitely, we had customers that wanted to upgrade because of our minimum purchase requirement. You had to spend \$1,995 in order to get the trip, so those customers that were prepared to spend between \$1500-\$1995 would upgrade their product or purchase something else in order to get the trip. It’s a very good promotion and it has great value for our customers.”

OTHER THAN IMPROVING SALES, WERE YOU ABLE TO ACCOMPLISH ANY SECONDARY OBJECTIVES BY RUNNING THIS PROMOTION?

“My staff thought it was a good gift promotion and they were enthusiastic about it because it makes it easier for them to sell higher ticket items. And it does set us apart from the competition. If the store across the street had the same item, they didn’t have the promotion, they weren’t giving away a free trip like we were. So the trips definitely were a good thing. It boosted their confidence and selling ability.”

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## **BENEFIT**

WERE THERE ANY OTHER WAYS YOU FOUND THIS PROGRAM BENEFICIAL?

"It helped us build up new clientele. I was looking to attract new customers, and it worked, most of our sales were with new customers. People were quite happy to be getting these trips and hopefully they'll be coming back to us. It gave us a longer-term gain."

## **SATISFACTION RATING**

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

"I would say a 9. The service, the follow up, everything was great. Overall, I would do it again for sure!"

WOULD YOU RECOMMEND ODENZA PROMOTIONAL PRODUCTS TO YOUR FELLOW ASSOCIATES OR SOMEONE ELSE?

"Yes, without a doubt."