

“Everything you need to increase sales!”

ZORELLS *Jewelry*



Q&A WITH TIM ELL SR

OWNER OF ZORELLS JEWELRY, NORTH DAKOTA

ON THE RESULT OF THEIR INCENTIVE EFFORTS, TIM SAYS...

Our key goal with using the travel incentives was to increase sales – especially on big-ticket purchases. We’ve definitely done that. Offering a vacation to customers who spend a larger amount of money in our store has been a really effective approach. The results have been great!

KEY CHALLENGES

WHY DID YOU DECIDE TO TRY OUT ODENZA’S TRAVEL INCENTIVES?

I’d worked with incentive companies in the past, but I didn’t feel that they’d been the best value. It was important to me that the travel incentives we gave to customers accounted for the airfare along with the hotel or resort costs.

When I saw that Odenza included airfare as part of its incentive options, I felt confident that you offered more of what I was looking for.

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

One of the key ways we’ve utilized the products has been as gifts for qualifying purchases. So, for example, we offered people a 4-day/3-night luxury resort vacation in Cancun if they purchased \$4,000 worth or more of jewelry from our store. It’s been a really effective way of incentivizing people to secure a larger purchase, because they know they’ll be getting a great vacation as part of that transaction.



*PLEASE NOTE: THIS CLIENT CHOSE TO REIMBURSE CUSTOMERS FOR THEIR TRAVEL TAXES AND FEES IN ORDER TO PRESENT THE VACATION AS FREE.

Continues on next page >>

Your Vacation is **FREE**

at
ZORELLS



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HOW DID YOU ADVERTISE THE INCENTIVES?

We used a mix of social media, our website, radio ads, and billboard ads. Those four platforms have performed well for us, so it's safe to say we'll keep making use of them in the future.

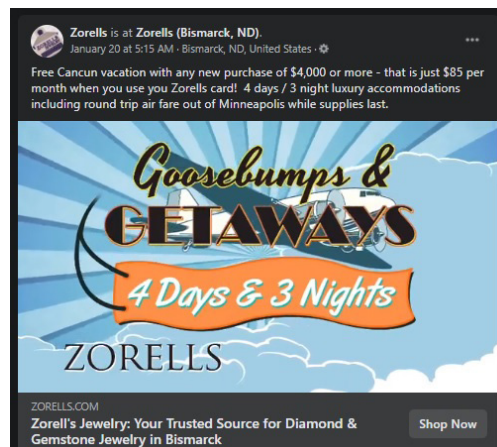
EXPERIENCE

WHAT HAS YOUR EXPERIENCE BEEN LIKE WORKING WITH ODENZA?

I've been happy with the experience. The incentives really help with closing those bigger sales, and I have to say that the support from Odenza has been exceptional. It's never a hassle to get in touch.

WOULD YOU RECOMMEND US TO OTHER BUSINESSES?

Yes! I've actually already recommended your company to a number of my jewelry store colleagues in the US.



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SATISFACTION RATING: 9/10

"I'd definitely give a 9 out of 10. The incentives have allowed us to start 2021 on the right foot, getting those bigger sales; and I've heard nothing but great feedback from my customers regarding their experience with you. It's been fantastic."

– TIM ELL SR, Owner, OWNER OF ZORELLS JEWELRY, NORTH DAKOTA



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