



“Everything you need to increase sales!”

Q&A WITH RON WEILER, GENERAL MANAGER OF RICK MCCALL VW IN SIMCOE, ON



KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR TRAVEL CERTIFICATES?

I had a very positive experience using your incentives at another dealership. Your reputation in the industry is also very positive. The customers we've rewarded the certificates to were always satisfied with the incentive they were given. In our line of business, we always hear about it if something goes wrong, and rarely do we get praise if things go right. And dealing with you folks, I've only received positive reviews from my customers, never negative.

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR VACATION INCENTIVES INTO YOUR PROGRAM?

We purchased the Las Vegas certificates and featured it as a month-long campaign and created a “Vegas Month” in our town. First and foremost it was a direct incentive for purchases of vehicles, new or used. We encouraged test drives by entering in anyone who went for a test drive into a draw for a chance to win. On the service side, any customers who got their car serviced that month also got entered into the draw.

This was promoted on the radio, alongside a separate radio contest where callers were asked to call in several times a day. If they were a certain number caller they were entered into the radio draw. All in all we were getting 15-20 mentions a day, and the radio station was also able to increase the loyalty of their listeners.

We had the “Las Vegas” tag printed on all the newspaper ads that month. People who came in mentioned the ad and would ask about the Vegas trip. It was an easy thing to promote because everyone is familiar with Las Vegas.

RESULTS

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

Absolutely! We saw an increased number of visits and test drives for the month of February, which is typically a slow month for us. By using your program we were able to bring in some new faces and increase the number of direct sales.

It also allowed us to draw in a segment of the public into the dealership who would not normally visit us. A lot of people were excited about the draw. At the end of the month we had a party at the dealership and drew the three winners – one for the service side, one for the radio, and one for test drives.

I think this has really started the frame work of a great, effective, annual promotion. There was great enthusiasm from our staff and our friends at the radio station.



Odenza Auto - Import auto dealer success stories

“Everything you need to increase sales!”

RESULTS

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

Yes, absolutely. Most of the dealerships in our area do private sales, we see a lot of that, but none did a monthly theme in the community that touched as many people as we did. We certainly had a very broad reach –we were the talk of the town!

SATISFACTION RATING

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

10/10! Everything worked well. You were always very helpful and supportive.

REFERRAL

WOULD YOU RECOMMEND ODENZA'S TRAVEL INCENTIVES TO SOMEONE ELSE?

I would – based on the fact that it's a low cost to us but has a high-perceived value to our customers, and that they actually work so well.



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