

Odenza Teams up with Chevrolet Buick



Q&A WITH JOE ORTA, GENERAL MANAGER
OF CHRISTOPHER CHEVROLET BUICK
IN TICONDEROGA, NY

WHAT WAS YOUR MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

"We wanted to create some excitement and a sense of urgency for customers to 'act now'."

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

"We mentioned the Vegas incentive in our radio ad – we were excited to see what kind of response we'd get. We started getting some interest right away, so we enhanced our ad and mentioned that the first 25 customers who came in and bought a car would receive a Vegas trip."

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

"The promotion went really well. The salespeople were excited to use the certificates as closing tools and when customers were ready to finalize the papers, I would hand them the certificate and answer any questions they had. It was a very easy program to use and we had no issues."

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

"Yes, with this program everything was easy and clear. The conference call really helped our sales guys understand how to use the program and the promotion was very successful."

SATISFACTION RATING: 10/10

"It was a success. We will be running this every 90 days because we are very satisfied with the results. It has become a regular program on our promotions agenda."

- Joe Orta, General Manager



CALL US TODAY! 1-866-883-2968