



HYUNDAI

Q&A WITH ROLAND MUCHA, GENERAL MANAGER AT FUTURE HYUNDAI

WHAT WAS YOUR MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

"To increase sales, and to have an advantage over other Hyundai dealers by offering a powerful incentive that encourages customers to purchase from us."

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

"We gave a cruise to anyone that purchased a vehicle from us. We put up all the posters and balloons you had provided us with so as soon as the customers walked in they knew about it. The buttons that you sent were nice too and they worked! People were asking our sales staff about the promotion. And the hangtags in the cars actually got people more interested in taking test drives."

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

"Yes, we had an ad in the paper, but we decided to focus the advertising on our website. It worked well, it gets them interested and into the showroom."

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

"Absolutely, Yes! We acquired new customers and saw an increase in sales."

HOW ABOUT ANY SECONDARY OBJECTIVES?

"Well the referral rate has increased, the staff are happy because they are offering something that no other Hyundai store has. They are excited about your product, which is good, because it provides the customers with something of value that our competition cannot match. In fact, we walk our customers through the process so they understand how it works and it makes sense to them. For any customers that don't like travelling we just suggest to them that they can give it as a gift to somebody else, so everyone is excited. And also I don't have to discount our products as much when it comes time to close the deals because of these incentives"

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

"I would say a 9. It's cost-effective, and it works."

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

"No – because then I'd be losing my advantage! (laughs) Actually I have recommended you already to some friends in the real estate industry, so yes, I would recommend your products to people in other industries."



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