



## Q&A WITH ROB WILLS, KIA CITY CALGARY



### WHAT WAS YOUR MAIN REASON FOR USING OUR PROMOTIONAL PRODUCTS?

"We were looking for something to use as a closing tool, something for the customer that had a higher-perceived value than what it cost us. These trips really worked well in that regard."

### HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

"At one point we were using it as a promotion to stimulate Spectra sales. A trip was offered with every purchase of an in-stock Spectra. Then we realized that these trips worked really well for when a customer was interested in a vehicle but wasn't necessarily willing to make the deal right away, it enticed them to finalize their decision so that we could close the deal that day."

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

"We ran a newspaper ad featuring the vacation, and we also produced a radio ad with one station for a two week run."

### WAS THE ADVERTISING THAT YOU IMPLEMENTED EFFECTIVE?

"Yes, quite a few people came in saying that they had heard the ad on the radio and were wondering how they could get their free trip with their purchase."

### DO YOU THINK IT GAVE YOU A COMPETITIVE EDGE IN YOUR MARKET?

"Yes, it's something different that no one else in our area is doing and it really made us stand out from the other guys. I'd say that's definitely the main benefit."

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

"10."

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

"Well, not to my competitors, but yes, I'd recommend you to other businesses."



CALL US TODAY! 1-866-883-2968