



Odenza Teams up with Mazda

Q&A WITH RAPHAEL BOHLMANN, GENERAL MANAGER OF MAZDA OF GRANDE PRAIRIE IN GRAND PRAIRIE, AB

WHAT WAS YOUR MAIN REASON FOR USING OUR TRAVEL CERTIFICATES?

I saw your email for running a Weekend Sales Event, and it gave me an idea that this might be something we could do for our customers, as a lot of them are in the 18-20 year old range and a resort package could be attractive to them.

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

The trips were given away with every purchase during a 10 day sale. I made sure I went over the trip details with my Finance Manager, who was the person giving away the trips to customers. We wanted to make sure the customer understood this was an "added value" and not an all-inclusive vacation package. Painting the right picture from the get-go is very important to ensure customers are satisfied.

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

The introduction of this incentive was met by reluctance from the salespeople due to a past experience. However, enthusiasm picked up as they saw that not only were customers excited about the vacation incentive, but we were also receiving positive feedback and that these were great tools for closing a deal.

SATISFACTION RATING: 9/10

"Given this was our first time running this promotion, the level of enthusiasm I received from the staff tells me the next time we run this, it will be an even greater success."

- Raphael Bohlmann, General Manager of Mazda of Grande Prairie in Grand Prairie, AB -



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