



Odenza Teams up with Mitsubishi

Q&A WITH ANDREW P., SALES MANAGER OF PLATINUM
MITSUBISHI IN CALGARY, AB

WHAT WAS YOUR MAIN REASON FOR USING OUR TRAVEL CERTIFICATES?

"Closing deals. It's also a good advertising piece to have. But mostly it was to give the customer an incentive to purchase. When customers come into my office, their main concern is what I can do for them in terms of price and discounts. Having the incentive helps push things along. Customers perceive the incentives as having a lot of value, whereas the cost to us is extremely reasonable, so it's a good thing to have when closing sales.."

HOW DID YOU IMPLEMENT OUR VACATION INCENTIVES INTO YOUR PROGRAM?

"We advertised it in a number of campaigns that tied nicely with the incentive. But I focused more of my time training sales staff on how to present the incentive and use it to their advantage to close more sales."

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

"It's been a little bit slower for everybody in the Calgary market right now, which makes it tougher to reach the same goals, but it's helping us sustain sales so it does an excellent job of accomplishing our objectives."

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

"9 – It worked very well for us and it's a good program to have. It definitely helps in the sales process, and anything that can help a customer to feel good about signing or buying is always a huge plus."



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