



Check Corp. in Troy, Michigan manufactures car seat heaters for the After Market Automotive Industry. Check sells to car dealerships and small 'upfit' independents, who install the product for many dealerships as well as individuals.

Bottom Line Warms Up for Car Seat Heaters Travel Incentives Inspire Sales Calls to New Customers

- ✓ Summer Sales up 30%
- ✓ \$10,800 invested in travel incentives generated \$204,000 in new business!
- ✓ Dealerships & independent installers realize buying seat heaters in summer pays off in winter
- ✓ Summer Sales creating more year round business

"We achieved increased off-season sales with an incentive product that works. It gives us a reason to call customers in early spring, ask them how things are going and to offer the travel reward."

Goal - Drive Sales Farther into Huge U.S./Canada Potential

- Ninety per cent of seat heater sales come from auto dealership customers. With more than 100,000 dealerships & 16,000 independent installers out there, Check wants a lot more business.

Marketing Plan - First Ever Summer Promotion

1. 2004 Word of mouth feedback on travel incentives led Check to Odenza to help launch Check Corp's first ever summer promotion.
2. Sports & Entertainment products are recommended by Odenza Business Development Director Casey Jones to generate new summer sales to dealerships and especially installers, who had never heard of incentives.
3. Sports or Entertainment Reward Certificates awarded with individual or accumulated sales of \$3,000.

Results - Major Growth Among Independent Installers

2004 New upfit installers earn 11 Reward Certificates

2005 Increases to 30 Reward Certificates

2006 August - Increases to 35 Reward Certificates and climbing to 50!

Check Corporation Satisfaction 10/10

"Casey Jones kicks ass. He's been able to take all of our feedback to make a winning program better every year. And he's been available to customers who asked to talk to him. We're real happy with Casey."

All quotes - Nathan Mades, Product Mgr. Check Corporation August 2006



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