



# "Everything you need to get the sale!"

## JOHNSTON CHEVROLET LTD *Johnston* CHEVROLET LTD.

*"We were able to gain over 80 new customers using these incentives, and at the end of the day, building relationships with customers is what keeps them coming back!"*

*- Lou D'Amelio, Sales Manager, Johnston Chevrolet Ltd*



## KEY CHALLENGES

- Finding a rewarding incentive that would accommodate Johnston Chevrolet's customer demographic.
- Generating enthusiasm for their mid-summer sales event with something new and exciting.

## ODENZA SOLUTION

The Fly Away N' Play Las Vegas program was used as a purchase incentive during the mid-summer sales event. Sales staff were trained and showroom marketing displays were set up to create an exciting atmosphere.

## BENEFITS AND RESULTS

The Fly Away N' Play Las Vegas program motivated sales staff and increased showroom traffic. It also increased the sales of new and previously-owned GMC models for the month of June. Johnston Chevrolet sold 24 new vehicles within a two week period.

### SATISFACTION RATING: 9/10

*"The Odenza program definitely helped us meet our goals, which is why we continue to buy from you!"*

*- Lou D'Amelio, Sales Manager, Johnston Chevrolet Ltd*

*Odenza Auto*

[www.odenzaauto.com](http://www.odenzaauto.com)

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