



# “Everything you need to get the sale!”



## LUKE FRUIA MOTORS

Luke Fruia Motors in Brownsville, Texas (pop. 125,000) moves approximately 40 new Cadillac's, Saab's and Pontiac's per month. They are the only dealership south of San Antonio to receive a Platinum Award.



*“We had never tried anything like this before. I was surprised by how reasonable the prices were with Odenza, and decided to go for it!”*

*– Tom Dasko, Business Development Manager*

## KEY CHALLENGES

- Increasing sales to meet year-end quotas.
- Finding something new and exciting for both the staff and customers.

## IMPLEMENTATION

Odenza recommended vacation rewards that excited and appealed to Luke Fruia Motors' customer demographic. The vacation offer was featured in their newspaper ads and was also circulated in their local market through a direct mail campaign. Customers would receive the vacation reward upon the purchase of a new vehicle. The vacations were also used to motivate and reward their top sales performers.

## BENEFITS AND RESULTS

Six new high-end luxury vehicles were sold within the first two weeks of the promotion. Sales and management morale improved the dealership's closing ratio by 15% that month and great appreciation was evident from both the sales staff and customers.

### SATISFACTION RATING: 9/10

*“The program was easy to execute, the promotional material you sent for our showroom was excellent. I thought it was a good promotion and everyone we gave a reward to really enjoyed it!”*

*- Larry Solis, Sales Manager, Luke Fruia Motors*



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