



# “Everything you need to get the sale!”

## WACO DODGE

Waco Dodge 

*“Odenza provided us with the best promotional solution with great customer support to back it up.”*

*– Jeff Khoury, General Sales Manager.*



## KEY CHALLENGES

- Drawing in new customers and encouraging purchases of select Dodge trucks and family vehicles.
- Getting a strong start in the first quarter and exceeding last year’s sales.
- Executing a campaign that would promote customer loyalty and overall confidence.

## IMPLEMENTATION

Waco Dodge Sales incorporated Odenza’s Ocean Adventure programs and Las Vegas vacation packages with their “0% Financing” promotion to build enthusiasm among customers looking to purchase new vehicles.

## BENEFITS AND RESULTS

Odenza’s luxury cruises and Las Vegas vacation packages made their sales events highly appealing and rewarding. It motivated their sales staff and built excitement that increased showroom traffic. Odenza’s travel products presented Waco Dodge Sales with a suitable means of attracting new customers and a tool to sell more Dodge trucks and family vehicles.

### SATISFACTION RATING: 9/10

*“It accomplished what we wanted it to accomplish. It certainly helped us out in our first quarter. We increased our sales by 12% in one month!”*

*– Jeff Khoury, General Sales Manager*

*Odenza Auto*

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

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