

# Auto Dealers

## CASE STUDY

070822-002A



The overall closing ratio  
up **14%**  
over the previous month.

**INDUSTRY** Auto Dealers.

**OBJECTIVE** Auto Sales Promotion.

**TIME FRAME** 30-day period.

**OFFER** 3-day/2-night Vacation Advantage™ vacation package was awarded when the consumer purchased a car.

**RESULTS** Dealership had 11% more traffic into the dealership during the promotion with the overall closing ratio up 14% over the previous month.

**NEXT ACTION** Utilize Motivation Advantage's travel incentive products for the next promotion to attain higher sales.