

Achieve Your Business Goals

Case Study: New Model Sales Success

O'Daniel Honda's strategic approach has driven strong sales and high customer interest in the Honda Prologue.



Honda Dealer in Omaha, NE

www.odanielhonda.com

Client Name: O'Daniel Honda



"We became a customer of Strong in March 2015. Since that time, we have achieved double-digit growth every year in our new car volume while reducing our overall marketing expenditures."

*~Matt O'Daniel, President,
O'Daniel Honda*

The Challenge

With the launch of the new Honda Prologue, O'Daniel Honda focused on driving sales and generating significant customer interest. The dealership needed a comprehensive strategy to ensure both staff and customers were well-informed and excited about the new model.

The Approach

O'Daniel Honda's management fully embraced the Prologue from the start, actively promoting it to both employees and customers. Extensive training was provided for their teams to ensure product knowledge. The Prologue was also spotlighted at the annual "Honda Auto Show," driving excitement and awareness. Advertising included striking graphics and a promotion offering a free Motocompacto with each new Prologue purchase.

The Results

O'Daniel Honda's proactive approach and thorough preparation have yielded impressive results. Since the model's launch, the dealership has sold 26 out of the 27 units received from Honda. Additionally, they have received 88 leads since April 2024, when the vehicle was first showcased in their showroom.

88

Prologue Leads

26

Prologues Sold

Primary Marketing Objective

Create New Model Awareness

Featured Product Area

Customer Contact & Internal Management

