

April 5th Stories

Priority One offers sales incentives

Priority One Financial Services of St. Petersburg, Fla., has launched a comprehensive giveaway contest to reward dealership salespeople who use the company's finance and insurance outsourcing services.

From April through June, Priority One is holding a drawing each month to give away two TIVO Digital Video Recorders, a camcorder, a digital camera and a DVD player. The drawing for the grand prize — a 47-inch widescreen TV — will take place at the end of June. In all, 16 prizes will be given away to salespeople during a three-month period.

Lisa Gladstone, Priority One founder, president and CEO, said the contest was undertaken because dealers often find it costly to develop incentives for their salespeople to actively participate in F&I programs.

The contest, called "Get That App," began Thursday, and salespeople who work for Priority One-affiliated dealers can register through the Priority One Web site, www.p1fs.com.