



Fourth Quarter 2017

SuperMarketing Calendar





The Smart Cart News

Have you seen The Smart Cart lately? Our FSI Member resource website has a new

look that's easier to navigate and find what you need.

What's really cool is our **new, online In-Store Sales Training** tool! This self-guided training will help your in-store staff start off on the right foot with the best practices and behaviors for in-store bankers.

You will also see fresh, new ideas for your program. Go to **www.supermarketbank.com** and log on.

Save the Date!

FSI's 32nd National
In-Store Banking
Conference

April 4 - 6, 2018

The **M** Resort
Las Vegas, NV

October 2017

Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9 Columbus Day	10	11	12	13	14
15	16 Boss's Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 Halloween				



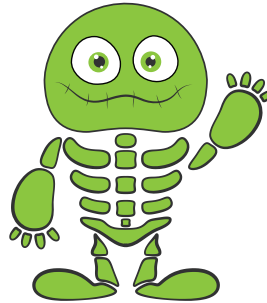
Discover Ways to Save

Encourage customers to make their own discoveries this Columbus Day, such as the conveniences of your in-store location's one-stop shopping, extended hours, and exceptional customer service. If you are open on Columbus Day, make sure to highlight these features.

Decorate the cabinets with brown paper to resemble an old world map. Cut out a ship with a dotted line headed for the "New World." Telescopes and compasses can add to the décor. Explain in your PA's how customers can "discover" ways to save time, gas, and money by "sailing" with your financial institution.



Do the Monster Mash



Create a Monster Mash promotion using Halloween decorations and have staff members dress in mask-free monster costumes. Promote not-so-scary debt consolidation loans by posting loan rates and handing out flyers to store patrons. Cover your cabinets with black paper and cut out lime green letters for your Monster Mash message.

Prepare and invite trick-or-treaters to the branch on Tuesday, October 31. Pre-sort small bags of treats, and tie them off using ribbon and a mini-flyer with your branch information.

Turn Over a New Leaf

As we enter into the fall season, invite customers to “Turn Over a New Leaf.” Create a promotional display on your cabinets or walls that says, “Why wait for January to turn over a new leaf? Start investing and/or saving today with a CD, IRA, or savings account.”

Post your CD, IRA and savings account rates on cutouts of fall-colored leaves all over the branch. Incorporate fall leaf garland, pumpkins, and gourds into the décor. Prepare a fall giveaway to include yard tools, garbage bags, and anything else related to gathering leaves.



Gobble Up Savings

Customize a promotion using the slogan, “Gobble Up Savings,” and highlight the greatest rate your financial institution has to offer. For example, your message board could read, “Gobble Up Savings with a Money Market Account.”



Decorate the branch with traditional fall colors, turkeys and play money. Offer a gift card for a free turkey from your store partner for every new money market account opened this month. Begin and end each PA with the sounds of a turkey using a turkey call.

November 2017

Su	M	Tu	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
Daylight Saving Time Ends						Veterans Day
12	13	14	15	16	17	18
19	20	21	22	23	24	25
				Thanksgiving	Black Friday	
26	27	28	29	30		

*Make a Friend.
Make a Customer.®*

December 2017

Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

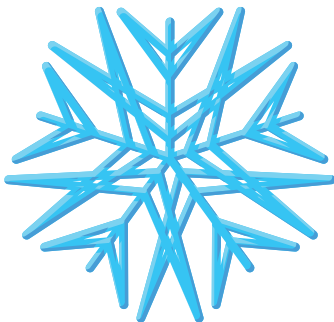
Christmas

New Year's Eve

800-992-4978

www.supermarketbank.com

Stashing Through the Snow!



Transform your branch into a winter wonderland complete with blue skies and snowflakes. Make up your own lyrics to the tune of the popular Christmas carol, *Jingle Bells*. In the lyric, “Dashing through the snow,” replacing the word “Dashing” with the word “Stashing” will transform the usual carol into a promotional PA for savings accounts.

During your business development, or aisle time, greet shoppers and spread a little Christmas cheer by handing out candy canes with mini-flyers promoting your savings account products. Host a Decorate-Your-Own-Christmas-Cookie station on Saturday mornings.

Reindeer Games

Develop a simple incentive program for your staff with a Christmas theme. Prepare each staff member with a personalized Santa and sleigh in the security room as a visual reminder of their monthly or weekly goals. After accumulating all nine reindeer, the associate may choose their reward, such as personal time off, a free and/or longer lunch, a gift card, etc.

Build goodwill and fun for shoppers, and add a little PA trivia. Award a special prize to the first shopper who can name Santa’s eight original reindeer. Hand out magic reindeer food for the children to take home and use on Christmas Eve. Recipes can be found online.

