



FOURTH QUARTER 2018



SuperMarketing Calendar

Smart Cart

Have you seen The Smart Cart lately?

Our FSI Member resource website has a new look that's easier to navigate and to find what you need.

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

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



PLANNING FOR 2019?

FSI's 33rd National In-Store Banking Conference dates have been set. Budget now for you and your team to join us in Atlanta, Georgia, May 1-3, 2019. Stay tuned to our Facebook page and website for updates.



OCTOBER 2018

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



Go the Extra Yard

There is no reason for grilling season to end when school starts. Tailgating and Fall celebrations bring more customers in stores for you to rally on sales opportunities.

Work with your retail store to host a Fall celebration giveaway. Invite store customers to register for a cooler stocked full of tailgating supplies or even a shiny, new barbeque grill. Follow up with personal calls or emails to thank them for visiting the branch and to suggest suitable products or services.



Put a Little "Hocus Pocus" on Your Sales Focus

Cast a spell on store patrons this Halloween by inviting shoppers to open a minor or child's savings account and receive a free pumpkin. Prepare individual gift bags filled with candy, and tie a brochure or business card to each one. These gifts will give parents additional information about your financial institution, and the children will be happy too!



A Day to Honor

Consider honoring and recognizing veterans who visit your store by treating them with a gift. Purchase enough packs of *Life Saver* mints to distribute throughout the weekend. With PA announcements or whiteboard signs, invite veterans who are shopping in the store to stop by the branch for a special treat. Give military vets either a mint or roll of mints along with a personal thank-you for their service.



Seasonal Success

Prepare now to enter the holiday season with a plan of action that includes an opportunity for your associates to shine brighter. Assign team members a holiday or event to manage themselves. Support each one with a budget, your time, and feedback. Take pictures for your records and files. Of course, share pictures, success, and accolades in your internal newsletter and with your management.

NOVEMBER 2018

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

***Make a Friend.
Make a Customer.®***

DECEMBER 2018

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
					Winter Solstice	
23	24	25	26	27	28	29
		Christmas Day				
30	31					
	New Year's Eve					



Put the "Win" in Winter

This winter, work on your in-house fan base. Your resident store associates can be your best advocates. Win them over by offering a special account just for them. Participate in team meetings where you can highlight this account to new workers. Always bring a treat and grateful heart to win the hearts and business of each store associate. Your goal should be to sell at least one product or service to every worker in the store.

A Card Fit for Kringle

What Santa could not use a little more flexibility on spending this Christmas? Help Santa fill the sleigh with gifts for everyone on his/her list, and offer a special credit card or financing to get the job done. Begin in early December (or on Black Friday) with effective signage or inexpensive button pins to wear all month to grow awareness and interest.



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