



SUPERMARKETING CALENDAR

4th Quarter 2019

Are you using the **Online In-Store Sales Training Course** for new employees? This self-guided training in The Smart Cart will help your new in-store team members start off on the right foot with the best practices and behaviors for in-store bankers.

Use The Smart Cart today! This FSI Member resource website is your guide for continued growth and improving the customer/member experience. Go to www.supermarketbank.com to sign in.

SAVE THE DATE! FSI's **34th National In-Store Banking Conference** dates are set! Make plans for you and your team to join us in **San Antonio, Texas, April 14-16, 2020**. Stay tuned to our Facebook page and website for updates.



Find helpful resources and ideas on...

The  Cart

Your Exclusive, Virtual Consultant

www.supermarketbank.com



OCTOBER 2019

Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 <small>Columbus Day</small>	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>		

800-992-4978

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Treats for Little Pumpkins

Retailers will be stocking boxes of pumpkins around the store. During See-You-Out-Front time, invite shoppers to open a minor or children's savings account and receive a free pumpkin. Prepare individual pieces of candy and affix to a brochure or business card. These gifts will give parents additional information about your financial institution, and the children will be happy, too!



Lasso Loads of Loot

Saddle up for some bootin', scootin', rootin', tootin' fun! Rope together a western-themed promotion to highlight your savings and money market accounts. Decorate the branch in all things cowboy that will bring in your outlaw friends. Round-up customers/members, invite them to saddle-up, and hit the trail in search of pay dirt. Make sure to wear your coolest cowboy attire that even the toughest cattlemen in the West would envy.





Our Store Employees Are the Cream of the Crop

Harvest good rapport with your store manager and store employees by hosting a Store Employee Appreciation Week. Remind staff that your goal is to develop or continue a productive partnership between store employees and financial employees that will create a win/win situation for both entities. Highlight a department member each day of the week ending with the manager(s). Offer a special discount or gift to those store employees who open accounts. Decorate using a harvest theme with Fall veggies, burlap, baskets, and Fall colors.

Gobble Up Savings

Decorate the branch with traditional Fall colors, turkeys and play money. Post money saving tips for all ages on your walls, cabinets, or display boards. Offer a gift card for a free turkey from your store partner for every new investment product/savings account opened this month. Begin and end each PA with the sounds of a turkey using a turkey call.



NOVEMBER 2019

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

*Make a Friend.
Make a Customer.®*

DECEMBER 2019

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 Christmas	26	27	28
29	30	31 New Year's Eve				



Picture Yourself Banking With Us

A photo booth is a must in creating a fun experience for your customers/members. Order or make a backdrop with a Christmas theme and décor (artificial Christmas trees, wreaths, large, wrapped gift boxes, etc.). Provide props such as Santa hats, angel wings, ugly sweaters, and holiday glasses, and invite store patrons to strike a pose. Make sure to include a branded item in the décor. As selfie-snappers share their photos, they share your brand. Create a hashtag to connect the relationship.



Christmas Cash

An always-popular idea for seasonal activities is to prepare Christmas Cash rewards for hardworking employees. Incentivize the branch team with cash rewards for successful loans acquired during this holiday season. Create a visual to keep track of the team's sales such as displaying a blank Christmas tree cutout in the security room. Adorn the tree after each new account or loan application, and celebrate each success!