



**FSI**®

FINANCIAL SUPERMARKETS, INC.

**4<sup>TH</sup> QUARTER 2022**

*Super Marketing*

**CALENDAR**

Find helpful resources and ideas on...

The  Cart  
[www.supermarketbank.com](http://www.supermarketbank.com)

**With back-to-school behind us** and some of the busiest holidays around the corner, you may be looking for ways to attract store customers into your branch. We hope you find the following promotional ideas inspiring and helpful for the months of October, November, and December.

## Are you utilizing FSI's Online Training Courses in The Smart Cart for your employees?

The self-guided Course 101, *In-Store Sales Training Orientation*, will start your new in-store team members off on the right foot: understanding the ideal practices and behaviors for in-store bankers. Even your seasoned staff can hone their customer service and leadership skills from completing Courses 102 and 103. Go to [www.supermarketbank.com](http://www.supermarketbank.com) and sign up!

## LOOKING AHEAD TO NEXT YEAR?

FSI's 35<sup>th</sup> National Retail Banking Conference dates have been set! Mark your calendar for you and your team to join us in San Antonio, Texas, May 3-5, 2023. Stay tuned to our website and social media for updates.



# OCTOBER 2022

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

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## 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? Invest and/or save today with a CD, IRA, or savings account.” Bring in your in-house investment team to meet/greet prospects. Encourage and schedule appointments for them to grow these relationships.

Post your CD, IRA and savings account rates on cutouts of fall-colored leaves throughout the branch, and incorporate autumn leaf garlands, pumpkins, and gourds into the décor. Make your décor dominate the space and eye-catching. For shopper interaction, offer a seasonal giveaway drawing to include yard tools, garbage bags, and anything else related to gathering leaves.



## PUT A LITTLE “HOCUS POCUS” ON YOUR SALES FOCUS

Cast a spell on store patrons this Halloween! Invite shoppers to open a minor or child’s savings account, and schedule automatic deposits to receive a free pumpkin.



Have fun, and dress up as the Sanderson Sisters from the movie *Hocus Pocus*, welcoming shoppers to the store. Be ready to pose for photos with the children in a decorated space inside the branch. Prepare individual gift bags filled with candy, and tie on a brochure or business card. These gifts will give parents additional information about your financial institution, and the children will be happy too!



## VETERANS DAY

Celebrate Veterans Day in a meaningful and engaging way. During the second week in November, team up with your retail partner, and, if allowed to use a PA system, offer to play the national anthem and/or recite the pledge of allegiance to our nation's flag in honor of the veterans working and visiting the store. Also, you can invite veterans in the store to stop by the branch for a special gift. Gifts can be a gift card or a small pack of Lifesavers® candy.

At the branch, post flags or symbols representing each branch of the military. Honor and post the names of any store employees who served in our national guards or military on your whiteboard. Salute!

## "LEAF" YOUR WORRIES BEHIND

Don't miss out on those shoppers who are fed up with big fees and poor customer service. Prepare a switch-kit for your team to "rake away" the worries of a new customer/member transition. In agreement with your institution's policy, offer a monetary incentive for each new account that is opened this month.

Decorate the branch with fall leaves, work gloves, giant compost bags, and rakes. Post your slogan on the message board or cabinets. Allow your staff to "switch" up their usual work wear to overalls and plaid shirts for activity fun and awareness. Invite store patrons to register for a special drawing or guess-the-amount-of-acorns/leaves-in-a-jar game to win prizes.



# NOVEMBER 2022

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

*Make a Friend.  
Make a Customer.®*

# DECEMBER 2022

Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
<b>18</b>	19	20	21	22	23	24
Hanukkah/ Chanukah begins						
<b>25</b>	<b>26</b>	27	28	29	30	<b>31</b>
Christmas	Kwanzaa begins					New Year's Eve



## JINGLE WHEN YOU MINGLE

Spend some time spreading Christmas cheer throughout the aisles of your store. Invite the team to design and decorate their own apron to wear while they interact with shoppers. Tie a few bells to jingle on your shoes, and fill apron pockets with small giveaways and candy. Help bag groceries if your store manager will allow. Smile, make eye contact, greet...repeat. Your goal is to make friends, serve others, and, eventually, new customers/members.



## THE MORE THE MERRIER

If one new customer is good, then two more are great! Challenge your team with a More-the-Merrier-themed contest. The more new customers/members they sign up, the merrier they all will be.

Track progress by hanging stockings for each team member in the security room. Drop in prizes for each person for every new customer / member gained. Give what motivates them such as time off, candy, cash, coffee house or store gift card.