



Financial Institution / Retailer Meeting Checklist

Financial Institution (FI):			Follow Up Notes:	
Contact Person:	Phone #:			
Store Location:				
Contact Person:	Phone #:			
FSI Representative:				
Advertising	Topic Approved (Yes or No)	Revisit Topic on Follow Up	Decision made by Corporate or Store Manager?	Contact Person to follow up with
No advertising done without Retailer approval!				
*With approval the following may be permitted (Contact FSI Account Executive)			Store Manager will advise	FSI Account Executive
<i>Press Release: Secure permission prior to quoting retail store executives.</i>				
<i>Internal marketing using Retailer name as a location is permitted (i.e.: Direct mail, statement stuffers, letters to customers/members.)</i>				
<i>Media Advertising: Radio, billboard, newspaper, TV, social media.</i>				
In-Store Promotional Opportunities (Inside store)	Topic Approved (Yes or No)	Revisit Topic on Follow Up	Decision made by Corporate or Store Manager?	Contact Person to follow up with
Get to know the Financial Institution Day (Recommended prior to the store's 1st day of business)			Store Manager	
<i>Attend Store meetings to educate associates and management about FI products and services.</i>				
<i>Exchange phone numbers between FI and Retailer Management in case of emergency.</i>				
<i>Request to display FI information in the breakroom. (If the Retailer manager agrees, he/she would have to be given the information and would have to place it in the breakroom)</i>				
Provide flyers about a special account for associates to HR				
In-Store Business Development <i>Use of the store to meet and greet customers (not to sell)</i>				
Permission to set up display table for promotions at branch				
Use of PA system for daily promotions <i>How often? Any restrictions?</i>				
Joint Seasonal Promotions with co-sponsored gifts <i>Example: "Valentine's Day" FI promotes the sale of flowers/purchase bouquet of flowers from retailer for FI drawing.</i>				
Provide the FI phone number and hours to customer service and phone operator.				
Where is designated parking area for FI associates?				
Customer Service	Topic Approved (Yes or No)	Revisit Topic on Follow Up	Decision made by Corporate or Store Manager?	Contact Person to follow up with
Permission for FI staff/Retailer associates to stuff bags with flyers <i>Show example of flyer.</i>			Store Manager	
Permission for FI staff to bag groceries <i>Emphasize desire to assist cashiers in busy times.</i>				
Does the Retailer strictly enforce a "no gratuity" policy?				
FSI RECOMMENDATION: Proof of purchase be available and on file for all store items brought into or used at the branch. Offense of the policy may be considered shop-lifting. Employee personal purchases, with receipts, be held by the branch manager if they are brought into the branch. <u>The branch should not "borrow" items from the store without written permission from store management.</u>				