



Business Development Idea: CANDY FLYERS

A unique way to gain the attention of shoppers is through the art of business development. Candy Flyers are a unique gimmick for approaching shoppers while conducting business development. A candy flyer is typically a quarter sheet of 8"x11" paper which contains a clever slogan attached to a sweet treat in addition to your branch's contact information. Here are a few examples to consider:



Our Financial Products are Out of This World!
Let us take you on a tour of our galaxy today!



"Kiss" Bad Rates on Time Deposits Good Bye!



Wrap Yourself in Our Branch's Luxurious Customer Service.



Give yourself a "hug" and sign up for free online bill pay today!



Paying Fees for Your Checking Account is Not Funny!
Open a Totally Free Checking Account Today!



Congrats on your earnings!
We handle direct deposit and make your earnings work for you!



With an IRA from ABC Financial Institution,
we will hit your future out of the park!



Don't let other banks play "butter fingers" with your money...
our debit card is free!



Two things that go great together: ABC Financial Institution and YOU!



Looking for some sweetness?
How about a low rate on an auto refinance?



Let ABC financial Institution "fight" for your financial future!
All for One and One for All!



Tired of other financial institutions and their "air head" mentality?
Try ABC financial institution for worry-free banking!



You won't "snicker" at our low auto loan rates.
Visit ABC Financial Institution to re-finance today.



Don't be a "Nerd!" Open a Totally Free Checking Account Today!

Business Development Idea: CANDY FLYERS (Continued)



Don't Be a "Dud" and Allow Your Financial Institution to "Milk" You for Fees! Check Out ABC Financial Institution's Free Checking Today!



Need a "Refreshing" alternative to banking? Check Out ABC Financial Institution's Mobile Banking and Online Bill Pay!



"Kit" for "Kat"... ABC Financial Institution is the Best Bank/Credit Union Around!



Want to Re-finance Your Home?
"Skittle" over for a Mortgage Quote Today!



Our clients are "stars!" Let Our Stellar Customer Service "Burst" Your Conceptions of How Banking Should Be!



Does Your Financial Institution Leave You Feeling "Sour?"
Visit ABC Financial Institution for "Sweet" Service and a Smile!



Need A Shopping "Spree?" Open a Visa Credit Card with a 0.00% APR Introductory Rate Today! Get Shopping!



Only "Runts" Pay for Stamps! Try Free Online Bill Pay Through ABC Financial Institution Today!



Don't Be a "Dum Dum!" Invest in your future with an IRA from ABC Financial Institution Today!



ABC Financial Institution..."Rock" Solid Stability. Check Us Out Today!



Need a "Fresh" Start? "Savor" in Our Stellar Financial Services Today!



Cash in Your Pocket? Has a Nice "Ring" to it!
Open a Visa Cash Rewards Credit Card Today!



Don't Be a "Sucker." Open your Christmas Club Account Today!



Financial Worries? Let ABC Financial Institution "Bear" the weight of your finances with Totally Free Checking!



Afraid Your Financial "Bubble" Might Burst? Check Out the Stability and Service of ABC Financial Institution Today!

Remember, while candy flyers are a wonderful conversation starter, the key to successful business development activities is to connect with shoppers and begin building relationships that may become profitable for the branch. For more insight into successful business development practices, contact your FSI Training Consultant.