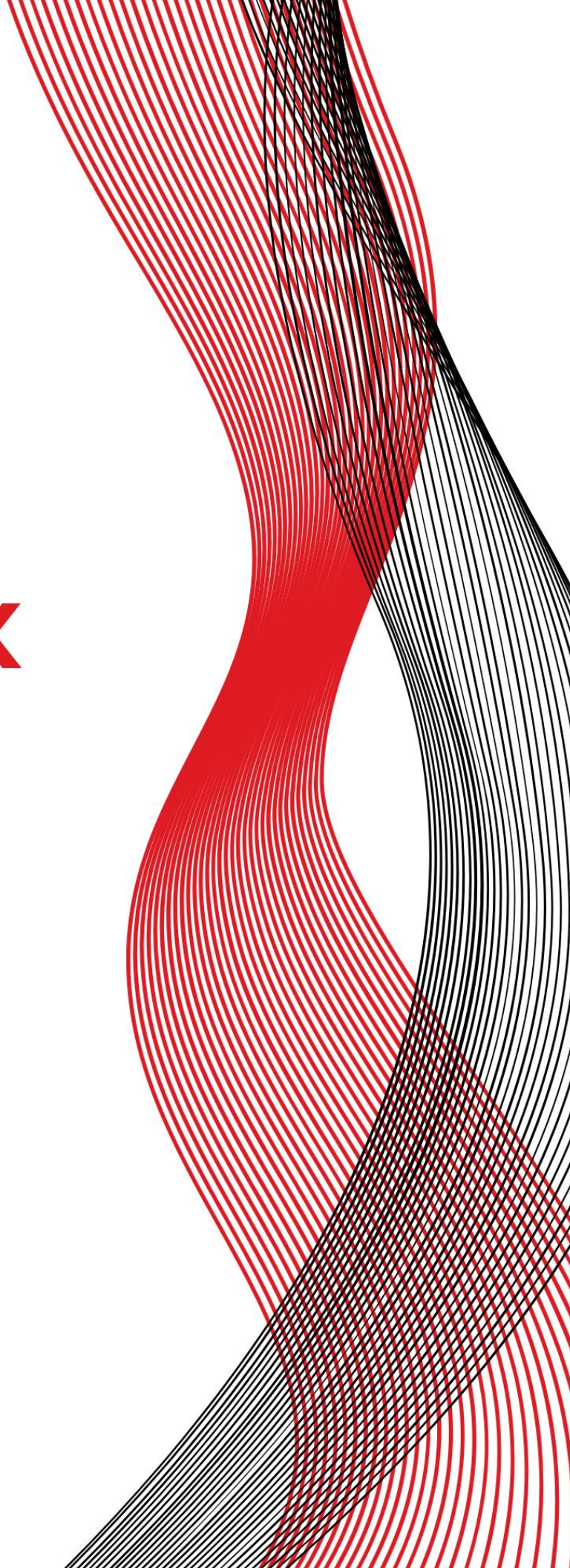




# PA HANDBOOK



[WWW.SUPERMARKETBANK.COM](http://WWW.SUPERMARKETBANK.COM)





## Getting Started with PA Announcements

The following PA announcements are provided as examples to help you get started and inspire your own branch messaging. Use them as a foundation and tailor each message to your products, promotions, and the customers you are serving.

Keep building your PA library over time by adding new ideas, refreshing content regularly, and adapting announcements to fit your store, your team, and your audience.



# PA #1

Good \_\_\_\_\_ Shoppers

*Bank name* is open for business and we're here to meet all your banking needs. Our friendly staff will WOW you with great customer service.

Stop by our financial center, located in the front of the store and let us get you started with the BEST BANK in town!

Thank you for shopping *Store name*, and we hope to see you soon at *Bank name*.



## PA #2

Good \_\_\_\_\_ Shoppers

How low can we go? *Bank name* is offering one of our lowest rates ever on a Home Equity Line of Credit.

Now is the time .... *Bank name* IS the place.

Stop by our financial center located in the front of *Store name* and let one of our friendly staff help you on your way to financial freedom.

*Bank name* and *Store name* ... a winning combination.



## PA #3

Good \_\_\_\_\_ Shoppers

Does your bank treat you like a number? If so ... maybe it's time you switched! *Bank name* is committed to treating you like a person, not a number.

So, stop by our financial center, located in the front of *Store name* and let us get you started with the BEST BANK in town.

*Bank name* and *Store name* ... committed to making you our 1<sup>st</sup> priority.



# PA #4

Good \_\_\_\_\_ Shoppers

Don't get caught out in the rain. Put all your savings under a *Bank name* umbrella. CD's ... IRA's ... Interest Bearing Checking ... Loans ... Savings...

WE DO IT ALL!

*Bank name* and *Store name* ... We're doing it all for you.



# PA #5

Good \_\_\_\_\_ Shoppers

Apples here ... Apples there ... Apples ... Apples  
... Everywhere!

There is nothing better on a fall day than a Hot  
Apple Pie!

Open a checking account with *Bank name* and  
we'll give you a coupon for a free Apple Pie  
from the *Store name* Bakery.

*Bank name* and *Store name* ... Here to serve you  
when you need us ... AND where you need us!



## PA #6

Good \_\_\_\_\_ Shoppers

*Got the Monday morning blues???*

Well, *Bank name* is ready to brighten your day! Our full- service bank, located in the front of *Store name* is waiting to turn those Monday morning blues into a rainbow of banking opportunities for you. So, come by and meet our friendly staff.

*Bank name* and *Store name* ... a winning combination!!!



## PA #7

Hey You!!! Yeah You!!!

*Over in the Seafood Department ...*

You would look *Soooo* good in a Brand-New Fire Engine Red Convertible.

*Bank name* can make this dream become a reality with an auto loan. *SOOOO* ... Put it in gear and *ZOOOOM* up to the front of *Store name* for more details. One of our friendly staff is waiting to help you drive off with the car of your dreams.

*Bank name* ... Making your dreams come true!!!



# PA #8

Good \_\_\_\_\_ Shoppers

Your banking needs don't shut down at 5 o'clock, or take Saturdays off ... and now; your bank won't either.

*Bank name*, inside this *Store name* believes a bank needs to be open when it's convenient for you. That's why we're open *late every weekday and on Saturdays, too!*

*Bank name* is open now and ready to serve you!



## PA #9

Good \_\_\_\_\_ Shoppers

If you have trouble getting up the courage to walk into a financial institution to discuss a loan ... RELAX! You're already here!

*Bank name*, inside this *Store name* offers the most convenient and relaxed atmosphere possible to discuss your loan needs. Car loans ... mortgage loans ... bill consolidations ...  
*You name it!* We can do it all, and we can do it all right here.

*Bank name* is an equal housing lender ...  
Member FDIC.



# PA #10

Good \_\_\_\_\_ Shoppers

If your days are getting longer and your patience getting shorter, an account with *Bank name* is the answer for you. *Bank name* inside this *Store name* location saves time by handling your shopping and financial service needs in one time saving trip.

It's a winning combination that makes good sense for you:

*Bank name* and ... *Store name*.



# PA #11

*PSSSSST!!! GUESS WHAT?*

*Bank name* located at the front of *Store name* is still open for business, and we'll be here for thirty more minutes.

You heard me right! There's still time to make a deposit, cash a check, open an account, purchase a CD, or take out a loan.

*DON'T FORGET* ... *Bank name* provides financial service opportunities that are convenient for *YOU!*



# PA #12

Good \_\_\_\_\_ Shoppers

Today is our branch manager's birthday and we are celebrating by giving "You" gifts! **Bank name** is in the front of **Store name** ... we are a full-service financial center and ... MORE!

Play the game and you can be the winner of this hour if you can show us \_\_\_\_\_  
You have 15 minutes from (state the current time) starting now so be the first to come up to **Bank name**.

Examples of things to show:

- Anything with a **Bank name** Logo
- Any 1, 5, or 10-dollar bill with a serial number ending in 8
- Any **Store name** receipt ending in .48 cents
- Any financial institution's debit card
- A senior citizen driver's license
- Something indicating, "It's YOUR birthday" today
- Your pet's photo

Good luck and we hope to see you soon at "**Bank name**"

(Record winner names and addresses for Thank You cards!)



# PA #13

Good \_\_\_\_\_ Shoppers

I'm \_\_\_\_\_, Manager of *Bank name* located in the front of *Store name*. I would like to invite you to stop by our branch and check us out. *Bank name* offers you all the convenience of a full-service branch, and our staff will provide you with the service you deserve. We want your business and we're willing to be your personal financial representative.

Thank you for shopping *Store name* and we look forward to seeing you soon.



# PA #14

Good \_\_\_\_\_ Shoppers

What does *Bank name* and a bakery have in common?

... We BOTH work with DOUGH ....

Banking with *Bank name* and Baking with *Store name*.

We will do it better TOGETHER!



# PA #15

Good \_\_\_\_\_ Shoppers

Don't put off asking those loan questions any longer ... *Bank name* inside this *Store name* is dedicated to making your loan application as relaxed and pressure free as possible.

We're open right now ...

Ready to serve you ...

*Bank name* is an Equal Housing Lender ...

Member FDIC.



# PA #16

Good \_\_\_\_\_ Shoppers

Need some fresh greens?

In the market for a car loan?

Well, if you are, STOP by *Bank name* located inside this *Store name*. *With our extended hours six days a week*, we hope to serve you the best way we can.

Come by and visit *Bank name* and see what's IN-STORE for you!!!

Thank you for shopping *Store name* and hope to see you soon!!!



# PA #17

1<sup>st</sup> Associate: Hey, name, have you heard?

2<sup>nd</sup> Associate: Heard what, name ?

1<sup>st</sup> Associate: *Bank name* is offering a great rate on car loans.

2<sup>nd</sup> Associate: Really? What's the rate?

1<sup>st</sup> Associate: It's the rate % apr on any brand-new car!

2<sup>nd</sup> Associate: That's great! I've been hoping to get a new car for some time now and today might just be the right time. Where is the closest *Bank name* branch?

1<sup>st</sup> Associate: Right here inside *Store name*. That's right ... it's in the very front of the store, and they are just waiting to make your dream come true.

2<sup>nd</sup> Associate: Thanks so much, name, for letting me know. I'll go right now and check it out. I just can't believe I can get my new car loan and my groceries all in one stop! You just made my day!