



RETAIL Summer Cross Sell Contest!

Contest Details

- **Contest Dates:** June 1 to July 31
- **Weekly Prize:** \$10 gas card per product cross-sell
- **3 Grand Prize Winners:** 3 lucky employees will win up to six tickets to their choice of one of the following: The Louisville Zoo, Riverbats Baseball game of choice or Kentucky Kingdom.

How It Works

- **Review** the weekly New Customer Summary & Call List provided by Marketing.
- **Contact** the SINGLE SERVICE customers assigned to your branch to cross-sell other products.
- **Record** your call in Connections within "Log A Call", by selecting "New Customer Promotion". Be sure to fill in the "Existing Product" and the "New Account Interest" fields. The tracking will be pulled from this report so it must be entered under this option.
- **For** each additional product added, the employee will receive a \$10 gas card plus one entry to the grand prize.
- **This** is for PRODUCTS only. Services do not count. Example: Single Service Checking Account that opens a Savings Account counts as one cross sale. Single Service Checking Account that signs up for E-statements does not count as a cross sale.
- **All** Retail employees are eligible. The employee that makes the initial contact and logs the call under "Log a Call" receives credit for the cross sale. Example: Teller makes the call and the customer would like to open a new savings account. The teller logs this under "Log a Call", receiving credit for the cross sale, then does their referral as usual.
- **There are no limits to how many gas cards or grand prize entries you can earn!**