

Remote Deposit Toolkit Contents

What is It?	What Does it Do?	Who is it For?
Marketing Handbook	A fourteen page handbook with a complete step-by-step guide for marketing and selling Remote Deposit.	Provides sales and marketing staff with the knowledge they need to effectively sell Remote Deposit
Quick Reference Placemat	Can be kept at an employee's desk and used as a "cheat sheet" when discussing Remote Deposit benefits with potential customers.	Serves as a reference sheet for the bank employee when discussing benefits of the service with a potential customer.
Tri-Fold Brochures (Customer and Non-Customer)	There are two similar versions of the tri-fold brochure provided. One is designed to cater to existing customers and the other to prospects and/or potential customers. Tri-Folds are intended primarily for lobby use or as promotional mailers/statement stuffers.	One version for existing customers and one for prospects and/or potential customers.
8 1/2" x 11" Sales Sheets (Customer and Non-Customer)	There are two similar versions of the sales sheets provided. One is designed to cater to existing customers and the other to prospects and/or potential customers. Sales sheets are intended primarily for email use (as PDF file) or printed and used as a leave behind following a personal visit.	One version for existing customers and one for prospects and/or potential customers.
Branch Poster	Can be displayed in bank branches to help create awareness and interest regarding Remote Deposit.	Targets all audiences, both existing customers and prospects.
Window Cling	Can be placed on branch doors or windows to attract attention and encourage existing or potential customers to look for more information inside the branch.	Targets all audiences, both existing customers and prospects.
Sample Press Release	Can be used in your financial institution's newsletter or submitted to local media for release.	Targets all audiences, both existing customers and prospects.
Sample Prospect Letters (Customer and Non-Customer)	Can be used as the first point of contact with a potential or existing customer about the Remote Deposit product – the written form of a "cold call". There are two similar versions of the letter provided. One is designed to cater to existing customers and the other to prospects and/or potential customers.	One version for existing customers and one for prospects and/or potential customers.