



The Deluxe® Business Success Kit Program

ADD VALUE AND STRENGTHEN BUSINESS ACCOUNT RELATIONSHIPS

With today's financial markets experiencing unprecedented challenges, business account acquisition and retention are more critical than ever. As businesses look for easy, affordable ways to acquire and retain customers of their own, it's your perfect opportunity to strengthen relationships with this important segment by offering relevant, value-added support.

INTRODUCING THE DELUXE BUSINESS SUCCESS KIT PROGRAM

The Deluxe Business Success Kit Program helps you deliver affordable marketing products and services into the hands of business account holders, providing them with the marketing tools they need to help them grow and thrive — along with some valuable gifts to help them get there!

HERE'S HOW THE PROGRAM WORKS:

- Deluxe provides your staff with Business Success Kits, co-branded with your logo.
- Each Kit includes informative materials, providing ideas and affordable solutions to help your business accounts get and keep customers.
- A valuable \$100 Deluxe-sponsored DeluxeBucks™ offer is included. The offer can be used for any business-building product in the enclosed Deluxe IdeaBook™ catalog.*
- Your staff hands out the kits to business account holders as a way to strengthen relationships and grow loyalty.

* Offer does not include checks, deposit products or stamps.

IT'S A WIN-WIN RESULT

Your business accounts receive a valuable “surprise and delight” gifts to help them build their business. You receive the recognition as a valued partner, and commission on orders placed through the program.

BUSINESS SUCCESS KIT COMPONENTS

- **Co-branded folder** that attracts immediate attention
- **Co-branded cover letter** that introduces the Kit to the customer
- **Exclusive Deluxe IdeaBook™** catalog full of products, services and ideas
- **A \$100 DeluxeBucks™ gift card** to be used on any product other than checks, deposit tickets or stamps
- **Certificate to redeem a FREE business marketing book** *Guerilla Marketing* by Jay Conrad Levinson (a \$20 value)
- **Marketing Services brochure** introducing logo design and web design/services to customers
- **Customer Feedback Card**



MORE INFORMATION ON BACK >

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WHY DELUXE?

- > 30+ years of successful service to over 3.8 million business customers
- > Serves more than 2 million online users

DELUXE MARKETING PRODUCTS AND SERVICES

Deluxe is the one-stop resource for businesses to manage their marketing needs — saving them both time and money by offering quality, affordable marketing products and services, including:

- **Custom Logo Design** — Builds customer recognition, loyalty and sales
- **Advertising Materials** — Provides easy, fill-in templates for postcards, brochures and more
- **Mailing Services and E-mail Marketing** — Delivers messages to customers or prospects easily and affordably
- **Gift Services** — Thanks customers and gets repeat business and referrals
- **Website Services** — Offers affordable hosting packages complete with over 4,000 do-it-yourself design templates; full service design options also available

PROGRAM PROVIDES VERSATILE USES TO STRENGTHEN RELATIONSHIPS

The Deluxe Business Success Kit Program is very versatile and can be easily incorporated into existing programs you currently offer:

- New account openings
- Conversion opportunities
- Special offers to acquire new business customers
- Business relationship programs
- And more!

YOUR PARTNER WITH A PROVEN RECORD OF SUCCESS

Deluxe has tested this program with financial institutions from small community institutions to large national clients. The program gets high marks from both our clients and their respective business customers, and our research shows that customers attribute the gift to both Deluxe and their financial institution. In other words, everyone benefits from this program!

HERE'S WHAT FINANCIAL INSTITUTIONS ARE SAYING:

"It's as if Deluxe was in our strategic planning meetings! This program is exactly the enhancement we wanted." — National Financial Institution Executive

For more information, please contact your Deluxe Account Manager.

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