



MORE CHOICES
GREATER SATISFACTION
INCREASED RETENTION



Personal Check Ordering

New Personal Account Orders

Step One: Choose a Check Design and Cover.

- Consumers appreciate check designs that allow them to express their interests. Show them the *Deluxe® Personal Product Guide*.

Step Two: Choose an Accent.

- Symbol/Monogram, Lettering or Message

Step Three: Choose a Delivery Option.

- Checks Overnight, Checks Next Day, Four-Day Express, First Class or Regular Delivery

Personal Check Reorders

- When consumers ask for the best way to place a reorder or drop off their reorder form with you, give them a Deluxe “Give Your Checks a New Look...” lobby brochure and encourage them to reorder using the DeluxeSelect website or by calling Deluxe directly.
 - **deluxe.com** or your financial institution’s website
 - 877.838.5287 (Toll-Free 24 hours/7 days)
- Deluxe Associates are available:
 - 8:00 am–11:00 pm, Monday–Friday and
 - 9:00 am–6:00 pm, Saturday (Eastern Time).
 Retail consumers receive an option to place their order via Interactive Voice Response (IVR) or with a DeluxeSelect Associate during call center hours.



Branch Merchandising Options

Lobby brochure, table tent, poster

- Have a stack of Deluxe “Give Your Checks a New Look...” lobby brochures (#DS707LB) at your desk and at the drive-up window to give to consumers. The brochure features 15 of Deluxe’s most popular designs, coordinating checkbook covers and check security features.
- Place a cause-related table tent (#66SCTT–cause related) on each desk in the branch and at the drive-up window.
- Demonstrate how the consumer can access their reorder option through your website or at **deluxe.com**.
- Position 18" x 24" posters throughout the entry and lobby of the branch (#DS704PC–Checks for the Cure; #DS702PP–Pooh).
- Distribute Photo Cover sharing cards (#FF5TPCRD) at the new account desk and teller windows. Give customers the opportunity to capture treasured moments.

To order additional DeluxeSelect® materials (lobby brochures, table tents and posters) at no charge to you, call 800.DELUXE1 (800.335.8931).



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Deluxe Business Check Ordering

Business New Account Orders

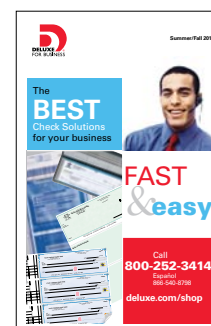
Step One: Show your customer the Deluxe® Business Product Brochure.

Step Two: Customer ready to order? Call Deluxe FREE at 800.252.3414 for all new orders or reorders of business checks and related products.

- Provide your routing/transit number, branch number and the customer's name and account number.
- Hand the phone to the customer to complete the order — Deluxe handles the rest!
 - Laser/Continuous Checks and IntroPacks
 - 3-On-A-Page Checks and IntroPacks
 - Software Compatibility Questions
 - Business Cards and Stationery
 - Business Checks and Forms
 - Envelopes
 - Stamps
 - Accessories
 - One-Write Systems and IntroPacks
 - Double Vouchers and IntroPacks
 - Custom Checks and Forms
 - Deskbooks
 - Travellers
 - Deposit Tickets
 - Security Bags

Step Three: Customer not ready to order? Just complete the Referral Form and send to Deluxe.

- Our Business Product Experts will make sure customers get the exact business check products they need. We'll even schedule personal contact with those customers who require an extra level of service. And, as an added value, we'll notify your financial institution of a customer's interest in banking products and services as a result of our contact.
- Give the customer a **Deluxe Business Product Brochure**. Write the customer's account number, your financial institution's routing/transit number and branch number on the brochure.



DBA4000

(Electronic only)

Brand Merchandising Options

To order additional Deluxe Business Advantage® materials at no charge to you, call 800.252.3414.

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