
Marked For Success

Ideas to Help Your Financial Institution Succeed from On The Mark Strategies

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Train Your Employees to be Like Linus

by Colleen Cormier, Account Executive for On The Mark Strategies

Pharmacies and financial institutions have some similarities. They are both retailers in saturated markets. The products for their respective industries are pretty much the same no matter which location you visit. And both deal with incredibly personal consumer situations – medicine and money.

Despite being a commodity, my local pharmacy stands out for one reason...a pharmacy tech named Linus. He is not only very good at his job. He also loves his customers and cares about their wellbeing. Linus is a textbook example of how pharmacies and financial institutions should be training their frontline staff. Here are three reasons why.

He knows my family. I mean, he really knows my family. Not too long ago, he asked me, “How is Brian liking his new promotion at work?” I had no idea Linus knew my husband had been promoted. He listens to what we say, remembers it and connects the dots to multiple family members. No matter which one of us is in front of him, he always asks about the other family members by name, without the aid of a computer.

He takes initiative. My health insurance wasn’t working at the pharmacy the first week in January. Another employee said she would call them, but she didn’t. Linus came across the note, called the insurance company and then called me. He gave me some instructions and within days, the problem was resolved.

He offers solutions. My previous insurer did not cover a very expensive prescription of mine. Linus took the time to go online and find a coupon while I was standing in front of him. He even registered me on the manufacturer’s website so I would receive more coupons in

the mail. That gesture saved me hundreds of dollars last year.

Pharmacies, like financial institutions, are a dime a dozen. The closest intersection to my home has four. I can use any of them, but I stick with the one I already know has my back. Are consumers saying the same thing about your financial institution?

"Loved this presentation! Taylor was an engaging speaker...thoughtful and understanding... I really enjoyed Taylor... a great speaker...very valuable information."

Conference attendees, East Coast Marketing Conference, Virginia CU League

Your Brand Significantly Impacts Your Bottom Line

Differentiating your financial institution in saturated market requires you to build a lasting brand. An ineffective brand not only wastes marketing dollars. It also has a significant impact on your bottom line. [Contact Mark](#) to discover how On The Mark Strategies can help your financial institution build a lasting brand.

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