



Writing Team: Tricks of the Trade

June Top Picks: Being an Internet Retailer

Issue 43

Be sure to attend the upcoming Tricks of the Trade webinar on June 30 from 3:30-4:00 PM ET. Watch for an invitation via email. Learn about documentation that details how to become an effective Internet retailer that include strategies to promote your products and services online!

Pick #1: [What are some strategies my credit union can use to be more effective at selling products and services online?](#)

Effective Internet retailers utilize all online banking tools at their disposal to maximize their members' exposure to their products and services. Learn more about tools built right into CU*BASE and **It's Me 247** that your credit union can use to be more effective at selling your products and services online. Our "Selling Products Online" booklet covers several strategies to provide special pricing and discounts and includes an explanation of the difference in tools CU*BASE offers to sell your products online versus through other channels.

Learn more in the "Selling Products Online" booklet, available under "S" on the CU*BASE Reference page.

Pick #2: [How can I use Qualified Dividends to give members better checking dividend rates online?](#)

The Qualified Dividend product allows you to configure checking dividend applications with specific eligibility requirements for a higher rate. Activate features built into **It's Me 247** online banking to encourage not only higher sales of these products, but also a greater likelihood that the member will participate more and earn the higher rate. Use Qualified Dividends so members see the difference in participating with you online.

Learn more in the "Qualified Dividends" booklet, available under "Q" on the CU*BASE Reference page.

Pick #3: [How can I give members better certificate dividend rates online?](#)

The Bump Rate Certificates product can give members the option to "bump" their rate to a higher rate during their term. Reward your savers by activating this feature in **It's Me 247** online banking. Use Bump Rate Certificates so your members see the difference in participating with you online.

Learn more about this feature in the "Bump Rate Certificates" booklet, available under "C" on the CU*BASE Reference page.

Pick #4: [How can I give members better loan interest rates online?](#)

With every loan product you offer, you have the ability to offer a discount to members who apply online. This is a powerful tool! Configure discounts for **It's Me 247** online banking so your members see the difference in participating with you online. Learn more about configuring and selling loans online in the "Selling to Members" booklet, available under "S" on the CU*BASE Reference page as well as in the CU*BASE online help.

Pick #5: [How can I give members a better interest rate on a credit card offered online?](#)

You can relay your credit card promotions through online banking, either as information only or to sell directly from the rate board. Advertise your promotions in **It's Me 247** online banking so your members see the difference in participating with you online. Learn more about setting up credit card promotional rates in the "Credit Card Configuration" guide, available under "C" on the CU*BASE page.

[Refer to the Tricks of the Trade Newsletter Series page](#) to review previous Tricks of the Trade newsletters!

