

How to Choose That Perfect Corporate Gift



Chapter 1: Why buy corporate gifts?

A corporate gift is a gift purchased for employees, executives, stock holders or customers of a business. Corporate gifts may be purchased for many different reasons.

The first and foremost function of the corporate gift is to provide a means of thanking people for their contributions to your company. This may be thanking employees for all their hard work, or thanking clients for their business. Providing people with a gift of thanks is an excellent means of ensuring clients will provide you with return business, and will also aid in keeping staff morale high. Gifts to clients (particularly gifts that will last for a substantial amount of time and will be able to be used on a repeated basis) will ensure that your customer will be reminded of your services on a frequent basis. This will increase chances of repeat business with that client and will also increase chances of referrals for your business.

When providing corporate gifts for customers and clientele, many companies opt for small, useful items that are emblazoned with the company logo. By providing such items, it is possible to obtain repeat business, new business and new business through referrals,

as the company logo is able to remain present in the minds of those who receive the corporate gift. A promotional gift is a great way to ensure that you will be the company people call when a particular service is required. Studies have shown that these types of personalized corporate gifts are an excellent means of increasing response rates, and of improving the profile of your company.

Corporate gifts are included under the customer service category. By providing your clientele with a gift, not only will it serve to thank them for their business, it will also serve as a means of building rapport to ultimately gain their repeat business, loyalty and to hopefully encourage them to refer your name on to others requiring a particular service. Thus the corporate gift will also serve as a powerful marketing tool.

Corporate gifts should show a degree of personalization. When selecting the types of corporate gifts to give to employees or clientele, be sure you think about what they might enjoy or use. Select items that will be relevant to their working or home lives, not items that they may never use.

It is imperative to ensure a thoughtful and personalized gift is provided to people, as gift giving in the wrong way may result in alienating or upsetting clients, jeopardizing future business or diminishing respect amongst work colleagues.

There are many different items that are

suited to be used as a corporate gift; alternatively there are other forms of gifts, such as hosting a meal in a restaurant. The type of gift you provide should be well planned, with plenty of thought going into the initial decision of what to provide as a corporate gift. The appropriateness of each form of corporate gift will vary according to any policies held within workplaces, the country in which your workplace is located and the location any other relevant workplaces are established. This manual will outline all steps and requirements necessary to ensuring your corporate gift is relevant, appropriate, and thus, well received by the recipient.

Chapter 2: Who to give corporate gifts to.

The process of selecting corporate gifts can be quite overwhelming. In a large company it can be difficult to decide who should receive corporate gifts. To decide who you will be sending corporate gifts to, it is important to decide why you are sending the gifts out, and the desired response to the gift. Common reasons for sending gifts out are:

- 1.) To thank customers for their business and thus ensure their loyalty and repeat business.
- 2.) To build rapport with customers or business associates.
- 3.) To enhance the image of your company in society.
- 4.) To optimize staff morale and decrease the turnover of staff.
- 5.) To congratulate loyal customers, employees and associates on any important achievements.
- 6.) As a means of sorrow or condolences in certain situations.

Once you have determined your reasons for sending out corporate gifts, you will be able to determine who will be receiving gifts, and thus, how many gifts will be required.

Anyone is able to receive a corporate gift, providing you think they are a suitable recipient; the following options will help you in deciding who you will send corporate gifts to:

- 1) **Long term clients:** Long term clientele should receive corporate gifts (especially for significant holidays and events) to increase customer loyalty and satisfaction, and to obtain repeat business from the client. Providing customers with a corporate gift will also increase chances of new business through referrals.
- 2) **Anyone who has collaborated with you on a project:** Any individual who has participated in an important project in the organization should be provided with a corporate gift as a token of thanks and appreciation for the effort they have put in to your company.
- 3) **The boss or executive staff members:** Providing this is acceptable, and there is no company policy against this, providing the boss with a corporate gift is a means of thanking them for the work and effort they put into the company. Gifts for these staff members should appeal to an interest or hobby they might have or should be relevant to the position they hold within the company.
- 4) **Immediate support staff and colleagues:** For all the staff members that work directly with you or under you, a corporate gift provides an

excellent token for showing appreciation for their dedication and hard work. It is also an excellent means of building staff morale to ensure the amount of dedication and hard work is continued. Gifts for these members of the staff should be functional, yet elegant, provide a personalized touch and show that thought has been put into the present they have received.

- 5) **Individuals or companies who provide frequent referrals:** Many companies obtain new business via referrals. If your company receives significant amounts of business due to referrals from particular companies or individuals, ensure you send these companies or individuals a corporate gift to thank them for their contributions and support to your business, and to ensure the referral of clients to your business will continue.

Chapter 3: The rules of giving corporate gifts.

When deciding what corporate gifts you will be giving, and who will be receiving them, there are a few rules that should be kept in mind. This is to ensure that corporate gifts remain appropriate and are gratefully received.

The rules that apply to giving corporate gifts will vary in different workplaces, and

in different countries. The following rules are provided as a basic guide to selecting and providing corporate gifts, however it is also best to check your company policy as well.

- 1) Give corporate gifts to your colleagues, employees and support staff, but only give corporate gifts to your boss if there is no company policy advising against this. In some companies, gifts to the boss may not be appropriate.
- 2) If you are opting to provide a gift with your company logo on it, ensure the logo is small and tasteful. If the logo is too large, the gift will only appear as a form of advertising and will not portray the intended message. Blatant advertising on a gift may be seen as tacky or even offensive in some cultures and will certainly diminish the desired response to the gift.
- 3) Avoid giving business gifts that touch or are applied to the skin, such as perfumes or lotions (this is particularly true for presents to women); there is such thing as a gift that is too personal, and it may result in some form of office controversy. To avoid such a situation, it is generally ideal to opt for a unisex present (i.e. a present that is suitable for either a

male or a female).

- 4) Be sure to send a card or label with your gift, to ensure the recipient knows who the gift is from.
- 5) Choose the gift with the recipients in mind. Try to send something that is relevant and appropriate for their work or home life; avoid sending things that cannot be utilized by the recipient. Giving thought to the selection of the gift will ensure it is well received. cheap. Stick with a simple, thoughtful gift, as opposed to an overly expensive, ostentatious gift; this will only serve to mask the meaning of the gift. Ensure you maintain a standard costing for your corporate gifts.
- 6) Think of the corporate gift as an investment in your company, so ensure you select a gift that is useful and will be remembered. Keep in mind the fact that the corporate gift may serve to increase customer satisfaction, thus resulting in their repeat business and the possibility of increased referrals to your business. A corporate gift is also an excellent means of increasing staff morale to ensure staff will work as efficiently and effectively as possible.
- 7) If you are giving perishable items,

such as food, ensure you include some non perishable items as well. Perishable items will only last a matter of days, after which they will be forgotten. Non-perishable items will last a significant amount of time and will ensure the recipient is continuously reminded of your thoughtfulness. This will increase customer loyalty and satisfaction in your business, will increase chances of repeat business and will hopefully result in new business through increased referrals from other clients and associates.

- 8) Remember, quality is more important than quantity. A single, elegant item will be much more appreciated than a whole array of cheap goods that do not work.

Chapter 4: When to give corporate gifts.

Corporate gifts are no longer only given on holidays; in fact, the corporate gift can be given at any time during the year, and for any number of reasons.

In truth, the corporate gift is often more effective when it isn't sent on a specific holiday. In some cultures and countries, such as Singapore, it is tradition to give small gifts on a regular basis. The following list will aid you in determining when you should be giving corporate gifts.

- 1) **To say congratulations:** If a long term client or a staff member has had a baby, or if someone has had a promotion or some other sort of achievement, it is good form to send them a gift to congratulate their achievement, and to remind them that they are in your thoughts.

- 2) **Saying goodbye:** This may be to a member of the staff or to a long term client; either way, a gift is an ideal means of thanking them for their contributions over the years, and to remind them that they will be missed.
- 3) **Thanking a client for their business:** This is particularly important if a large transaction has occurred. The client is generally sent some form of token to express the appreciation of the company. These gifts should be sent very soon after the transaction has taken place.
- 4) **Major holidays:** Providing associates, employees and clients with corporate gifts on and around important holidays is imperative, as this is the time that any rival companies will be providing corporate gifts as well. Ensure the corporate gift has been well thought out and is relevant to the recipient. Major holidays may include Christmas, Easter etc. and may not be relevant for all clients (due to differences in religion and culture etc).
- 5) **To raise staff morale:** If you feel staff morale is beginning to decline, one way of increasing it, and enhancing the work environment, is through the provision of corporate gifts to thank employees and

colleagues for their contribution to the company.

- 6) **As an apology:** If a situation requires an apology, or some form of condolence (for example a death or tragedy of some sort), a corporate gift is an ideal means of reminding a person that they are in your thoughts.

Once you have made the decision to send corporate gifts, this will become a tradition that must be continued in order to maintain customer satisfaction, and thus, their business. For most customers, sending corporate gifts on major holidays will be sufficient, for very important customers, such as those who provide a large number of referrals or customers making a large purchase, corporate gifts may be sent more often.

Remember, it is the size and importance of the business a client or associate provides that should determine the quality and type of item they receive.

Chapter 5: Different gifts for different countries.

The rules of giving a corporate gift will vary depending on the country in which you live, or the countries you will be doing business with. While a gift may be viewed as a pleasant gesture in some countries, in others, it may be viewed as a bribe.

For this reason, it is important to be sure you are familiar with the customs and cultures of the people with which you are dealing, as well as the policies of the companies themselves, to avoid any disturbances or insults caused by an inappropriate present. The following tips will aid you in selecting the appropriate presents for your business associates or clientele.

- 1) If you are presenting a corporate gift to a Chinese client, aim to give a group gift for the company. Gifts with your company logo are acceptable. Avoid giving clocks as the word clock is very similar to the Chinese word for death.

- 2) Gifts of alcohol, pork or gifts made from pigskin are inappropriate gifts for a person who is of Muslim or Jewish faith.
- 3) It is highly inappropriate to give a corporate gift to the wife of an Arab colleague or client.
- 4) You are not required to give a gift at the first meeting with clients from a Latin American background.
- 5) Gift giving is not expected by America, Australia, Canada or Europe; however, it is appreciated and viewed as a nice gesture. The United States generally limits the cost of corporate gifts to no more than twenty-five dollars.
- 6) Employees of a company based in Singapore are not allowed to accept corporate gifts.
- 7) A gift cannot be given to a Malaysian country until a firm relationship has been established, as a gift given sooner may be interpreted as an attempt at bribery.
- 8) The exchanging of gifts is expected due to tradition in Japan, Indonesia and the Philippines. Part of the tradition is the style in which the gifts are presented, so be sure to plan this element carefully. If you

are sending a corporate gift to a Japanese associate or client, always alert them that you will be sending a gift. Do not allow it to arrive by surprise. If you are giving the gift in person, give it at the end of your visit, for the recipient to open later. Smalls gifts are given frequently in the Indonesian culture.

- 9) When giving a gift in Japan or Hong Kong, be sure to present it with both hands. If the gift is being presented to a client from the Middle East or Asia, only the right hand or both hands should be used.
- 10) If presenting a gift to a client or company in Singapore, do not be surprised if the gift is refused. The tradition of gift giving in Singapore requires the gift to be refused three times before it can be accepted. Be prepared and remember to offer the gift three more times for its consequent acceptance.
- 11) Do not provide corporate present emblazoned with your company logo to companies from Greece, Spain or Portugal. This will be viewed as blatant advertising of your company, and will be seen as offensive.
- 12) In India, a cow is viewed as a sacred animal, for this reason; do not give gifts made of cow hide or gifts

including beef to an Indian colleague or client.

- 13) Those from Brazil, England, Panama or Peru will find a dinner or meal more enjoyable than a physical present of sorts.

Chapter 6: Types of

corporate gifts.

Taking into account the rules that have been mentioned in chapters three and four, it is now time to select the type of corporate gifts you will be giving. There are many different types of corporate gifts able to be provided. The type of gift that is selected should be done with the recipient in mind. This will ensure the gift selected is relevant, and appropriate, for either their work or home life, and will be enjoyed by the recipient.

The budget allocated to corporate gifts will also play a large role in determining the types of corporate gifts that are provided to clients, employees and business associates.

1. Those Personalized corporate gifts:

These types of gifts include small items, such as pens or stationary sets that are emblazoned with your company logo. If you are opting for a personalized corporate gift, ensure the logo is not too large, as this will appear to be a form of blatant advertising rather than a well thought out gift. Providing personalized gifts will ensure a memorable and hopefully cherished gift that will aid in reminding people of your companies service. Personalized gifts can aid in increasing referrals for your company. Before opting for personalized corporate gifts, ensure they are a suitable choice

for the recipients, as personalized corporate gifts can be looked upon as offensive in some cultures.

2. **Company Wish List or Registry:** This is a popular form of providing corporate gifts for large companies. An account is setup with a gift company and a list of available items is sent to those who will receive the gift. The recipients are then able to choose the gift they will receive from the list. This ensures people will receive a gift that is relevant and appropriate to them, and will ensure recipient satisfaction. This venture is capable of being carried out online. The company wish list is an ideal means of providing corporate gifts to staff members in order to optimize staff morale.

3. **Gift certificates:** This is a practical form of gift if you are required to provide gifts to a large number of people. The gift certificate is an excellent means of not discriminating between recipients and will ensure they are able to select a gift appropriate for them. Contact the company or merchant you will be purchasing the gift certificates from to determine the best deal they will give to you. Gift certificates are appropriate for both employees and clients alike. Bear in mind that the value of the gift certificate should vary for clients, depending on the extent of their business. A client making a single

purchase of one hundred dollars may not receive a corporate gift, however a client making multiple purchases worth thousands should be provided with a voucher worth a significant amount to thank them for their contributions and ensure their repeat business.

4. **Gift Baskets:** Gift baskets are becoming increasingly popular. As with gift vouchers, gift baskets provide an ideal means of providing a present that everyone can enjoy. Gift baskets are available with a range of different fillings, and are a sociable present, as many people in the company enjoy sharing them with one another.
5. **Wine:** Wine is only an appropriate present if you know that quality wine is an enjoyment or a hobby of the recipient. Before giving wine, be sure that there is no other alternative that the recipient might be able to put to better use.
6. **Electronics:** These types of gifts are generally only selected when a small amount of people will be receiving gifts. Electronic gadgets that are used for corporate gifts may include notebook computers, blackberries or iPods. These gifts are very well received, as they can be used for personal and work situations, and will last for a number of years.
7. **Gifts for the Office:** Gifts for the office are among the most popular types

of gifts given as corporate gifts. These gifts are available in a range of processes and are an extremely functional option for a gift. Gifts may include pen sets, stationary sets, picture frames etc. Gifts for the office will ensure that the recipient has a pleasant reminder of your business each day they are in their office.

8. **Gifts for the home:** If you are selecting a gift for use in the home, be sure it is something that the recipient will be able to use for their particular situation. This is not an easy type of gift to select, and will take some careful consideration. This gift should only be given if you know the recipient reasonably well.
9. **Services:** A popular form of corporate gift for employees of a company is the provision of a new and unique service. Services may include wireless internet access, or some other form of internet package. This will aid in increasing staff morale, as well as increasing effectiveness and efficiency in the workplace.
10. **Subscriptions:** This is another form of corporate gift appropriate for employees. Subscriptions that will aid in office life, such as a subscription to eFax, will provide a thoughtful gift that will make working life easier, and increase efficiency in the office.

11. **Dinner:** Hosting a meal in a nice restaurant is also a common form of gift. This is an excellent means of thanking members of other companies for their support and contributions throughout the year. Hosting a meal in a restaurant will also provide an excellent situation in which to build rapport with those present.

Chapter 7: Rules for Personalized Corporate Gifts

Personalized corporate gifts refer to certain

items or gifts that are emblazoned with a company name or logo. If you decide to send out personalized corporate gifts, there are a few things you should keep in mind.

First, when deciding upon the items you will be using for corporate gifts, ensure it is in some way related to the service provided by your company.

Ensure the item or items are appropriate in cost. Remember, items may vary according to the type and amount of business the recipient has provided to your company. The items provided as gifts should be given according to the relationship you have with the recipient of the gift. A client who provides you with a large amount of business should be compensated with a sizeable gift.

Once the items have been decided upon, it is time to have the company logo branded upon them. When deciding on the size and positioning of the logo, keep in mind that even though the personalized corporate gift is a means of advertising your business, it should not appear to be obvious. Do not make the logo too big or gaudy. Ensure it is small and tasteful, and in a position to be noticed.

Remember to be consistent with the provision of corporate gifts. Make the corporate gift an imperative part of each sale. The gift does not always have to be the same; it can vary each time a new gift is given, just ensure a gift is provided each time. If this

is not done, the value of the first gift will continue to diminish, and eventually you will find you may lose a valued colleague, partner or client.

Chapter 8: Selecting that perfect corporate gift.

So you've decided that your company should send out corporate gifts; this section will provide you with a step by step guide to

ensure that the process of selecting and sending out your corporate gifts occurs as smoothly and efficiently as possible.

The first step is to determine when, and for what occasion, you will be sending corporate gifts out for, and the desired response you require from your gifts.

Once you have determined the occasion for the corporate gifts, you will be able to determine who will be receiving the gifts, and thus how many gifts will be required. This will allow you to budget for your corporate gifts.

Once a target group has been established and a budget has been set, it is time to select the type of corporate gift you will be providing. There are many different types of corporate gifts (for further information on the types of corporate gifts, refer to chapter six) . The type of gift should be chosen with careful consideration, keeping in mind the interests of the recipients. If the corporate gifts are to be sent to reliable clients, items that represent the services of

a company may be selected. If the corporate gift is aimed at employees and other staff members, items that may be in some way helpful or useful in their home or work environments are most appropriate.

Having selected the items you will be sending as corporate gifts, you will be required to find a supplier capable of providing you with

a quality product, but will still allow you to remain within your budget. Be sure to obtain a quote from a number of different suppliers, to ensure you obtain the best price possible. Select a product of high quality; no one will be satisfied with a budget product that does not work.

Suppliers can be sourced using the yellow pages or another directory. Many suppliers now offer their services online; allowing for an extremely easy process for purchasing gifts. See chapter nine for more information on purchasing corporate gifts online. If multiple forms of gifts, or multiple suppliers are required, it may be useful allocating the job of obtaining the corporate gifts to one or two people. This will ensure that the job is done as efficiently and effectively as possible. Most gift suppliers will be able to wrap and deliver the gifts to the appropriate recipients.

If the gift suppliers are not delivering the gifts to their desired locations, you will have to have them delivered to your office or place of work, where they will subsequently have to be delivered to the appropriate recipient.

Remember to include appropriate notes with the gifts to ensure the recipient knows who they are from.

Chapter 9: Save time-choose gifts online.

Advancements in technology have seen the process of selecting and purchasing corporate gifts become increasingly easier. Many gift suppliers are now able to offer their services online, which makes the process of selecting and purchasing corporate gifts extremely easy.

The following steps will provide you with an overview of how to select and purchase your corporate gifts online:

1. Begin by deciding who will be the recipients of corporate gifts from your company, and how many gifts you will be required to provide. Once you have determined the number of gifts you will be purchasing, you will be required to determine the types of corporate gifts to send out. There are many different types of corporate gifts available, for more information and help in selecting the type of gift to send, refer to chapter five. Ensure the gift you select is relevant and appropriate to the recipient and will be something they will be able to use in either their home or their work life.
2. Visit the online yellow pages, or an online directory, and search for relevant gift providers in your local area. While gift providers in your local area are generally easiest to deal with, and will be able to hand deliver the gifts, you are also able to purchase gifts from almost anywhere in the world. Select a company that best suits your needs. Compare prices of different companies to ensure you obtain the best price possible.
3. Place the order for the relevant type and amount of goods and fill in all relevant details. Most online gift merchants will have facilities to allow you to pay for the order in one complete transaction online. This transaction will occur during the ordering process. You

will be required to provide credit card details for payment. If possible, try to use a company account for your purchase, as the items MAY be tax deductible (consult with a tax attorney before purchasing to find out for sure).

Chapter 10: The Pros and Cons of giving corporate gifts.

Before deciding to send out corporate gifts, it is important to be aware that there are both cons and pros associated with the process.

If the process of giving corporate gifts is carried out correctly, the corporate gift can prove to be a benefit for any company. This is particularly true if the gift is something that the recipient will be able to keep for a substantial amount of time, and can use on a

repeated basis.

If these gifts are able to have a small logo emblazoned upon them, you will be able to provide your patrons with a daily reminder of your company, and the service you provide. This proves to be particularly beneficial in increasing the chances of repeat business, and increasing the amount of referrals for your company.

Corporate gifts are extremely flexible, and it is possible to find a variety of different gifts to suit a variety of different budgets. Just about any item can be used as a corporate gift; however it is often best to select an item that represents your company's service in some way.

As mentioned above, many of these gifts are also able to be emblazoned with a small company logo, and are therefore also a useful marketing tool.

Corporate gifts sent out to clients also aid in increasing customer loyalty. Studies have shown that the corporate gift is an effective means of boosting response rates and in raising the profile of your company.

There are a few disadvantages that may come from giving corporate gifts, however these can generally be avoided by ensuring the process of selecting and providing the gifts is done properly and with care.

Depending on the item that is selected, there

may be limitations as to the colors and types of printing that may be produced upon the item. This may limit the way in which you may print your company logo on the item. These restrictions are generally able to be worked around to change the way in which the log is printed, or perhaps even select a different type of item to be used as the corporate gift.

If you have opted for a customized corporate present, it is also important to remember that it takes time to have the corporate gifts manufactured and delivered. Time periods will vary depending on the item selected and the printing required, and can range from a few days to a few weeks. Allow extra time during major holidays, as suppliers are generally at their busiest during these periods.

If you opt to select and purchase your gifts online, you run the risk of securing goods that are not of the quality you were expecting, as you will be unable to inspect the goods before purchase. It may often be best to search for suppliers online and inspect the quality of goods in the store itself before making your purchase.

At the very least, it's recommended to order a sample for yourself to ensure that the quality meets your needs.

Recommended Resources

MasterResaleRights.com- Home to hundreds of products with resell rights, including Master Resale Rights, Private Label Rights and any other resell right available, meaning you can sell each product and keep 100% profit.

Internet Marketing Hosting Solution

Host4Profit – where to host your web site will be one of the most important decisions you ever make online. Don't risk your business on a host that does not understand the needs of Internet Marketers! Host4Profit is the host for the Warriors Forum, the #1 Direct Marketing Support Forum On The Internet!

Recommended Payment Processors

2CheckOut.com – start accepting credit card payments from customers from several parts of the world!