

CORPORATE GIFT PROGRAM

Gifts Used For:



SOURCE: PPAI

a-kind, affordable piece, pick it up and save it for an appropriate occasion.

Plan your gift buying months in advance. Identify "special occasions," list the people to whom you'd like to send a gift, and take notes about each person that will help you choose gifts for them. Carry the list with you all the time, then check off gifts as you discover them. Send the gifts with a hand-written note befitting the situation. Simple thoughtfulness can do wonders for your business relationship.

There are numerous year-round occasions to send a gift. With so many, you can make gift-giving a year-round habit and use it to build business. Send gifts to:

4 **Congratulate:** A new promotion, a new baby, a wedding, the opening of a new office, the completion of a major project, meeting a deadline, achievement of an important personal or business goal.

4 **Celebrate:** A birthday, business or personal anniversary, a holiday, retirement, a

new job, a new account, an expansion, a successful project or proposal, meeting a deadline.

4 **Motivate:** For a difficult personal or business goal, an unpleasant task, boring work, a problem that needs to be solved, an incentive program, an employee involvement initiative, a suggestion program.

4 **Promote:** Yourself, your product and/or services, colleagues, important vendors, helpful sources, an incentive or employee involvement program.

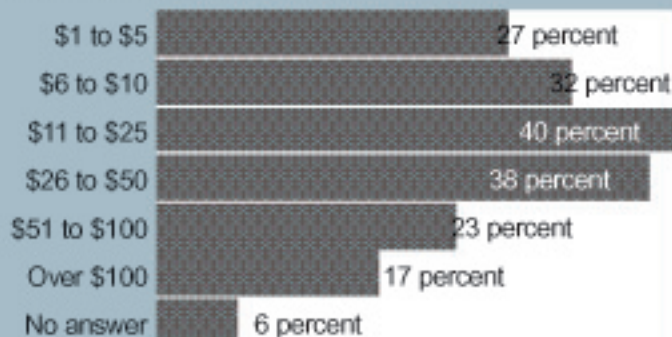
4 **Thank:** For business, hard work, extra help, working overtime, opening doors for you, pinch-hitting, making referrals, paying bills on time.

4 **Cheer:** During serious illness or hospitalization, after a deal falls through, on a harried or stressful day.

4 **Apologize:** For missing an important meeting or deadline, making a mistake on the job or spilling wine on a client.

Business Gift Breakdown

According to a recent survey by the Promotional Products Association International, 40 percent of respondents said they were purchasing gifts in the \$11 to \$25 range. Following close behind was the \$26 to \$50 range, in which 38 percent of respondents said they were spending. Other results included:



SOURCE: PPAI

(RESPONSES ARE GREATER THAN 100 PERCENT BECAUSE RESPONDENTS FREQUENTLY HAD MORE THAN ONE GIFT-GIVING PRO-