



Step 3: Plan Your Budget

One easy way to estimate your budget is to multiply the number of customers getting gifts by the average cost per item. Another approach is to calculate your budget as a percentage of your sales goal. For example: To get a total of \$2 million sales increase among your top 100 customers, allocate one percent of this sales increase for business gift giving. Your budget would be \$20,000.

Obviously, gifts cost money. But you can stretch your budget by following these three simple rules:

4 Always buy from a source that offers quantity pricing.

Products that appeal to a person's interests, hobbies or job are excellent corporate gift choices.

4 Buy large quantities of a few items rather than a few units of many different items to take advantage of quantity pricing.

4 Buy from a single source rather than multiple ones to reduce shipping and administrative costs.

Step 4: Choose With Care

Gifts should most definitely reflect the amount of time you put into selecting them. Keep in mind that an inexpensive but meaningful gift will always beat out an extravagant but pointless one.

Personal gifts that appeal to a person's interests, hobbies and job are excellent choices. Stay away from gifts in poor taste such as ones that are too personal or hint at personal attraction.

To be sure a gift is both personal and appropriate, consider the following:

4 What is your goal?

What do you want your corporate gift giving program to accomplish? For example, do you want to introduce a new product or service? If so, your gift selection should reflect the purpose of whatever is being introduced. Other goals include showing appreciation, recognizing exceptional achievement, motivating and congratulating.

4 What would the person appreciate most?

The biggest mistake gift senders often make is thinking the recipient will like whatever they choose. If you know the recipient well, after years of doing business together, you will have a sense of their taste and lifestyle. Stick with safe,