

Tips For Good Gift Giving

The most significant trend in business gift giving today is the increasing number of gifts given on non-holiday occasions. Take advantage of this trend and put the power of business gifts to work for you all year long. Here are some suggestions:

1. Spend one-fifth to one-third of your business gift budget at times other than Christmas or Hanukkah. Business gifts are more appreciated at unexpected times.
2. Keep cards filed on each of your clients. Note such personal data as birthdays, spouse's birthday, wedding anniversary, hobbies, children's birthdays. Then give gifts on these personal occasions.
3. One of the best times to give a gift is on a sales call, when it is totally unexpected.
4. Or, send a gift with a personal note by mail any time.

from the CEO.

Distribution should always be special. All gifts should be hand-delivered when possible, with messenger delivery the best option. Take special care to send mailed gifts first class or via your preferred supplier of ground or air transportation services.

4 Does the gift reflect a positive image?

Quality is the key attribute of any business gift, as what you give is a reflection of who you are. If the gift is defective, breaks down or causes problems, both the item and the sender will be remem-

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bered—unfortunately, for all of the wrong reasons.

Step 6: Wrap It Right

A good gift can become a great gift with creative wrapping. Materials are a key consideration. Gift paper and boxes from a status-name store or supplier have a lot of impact because they convey a certain image. Beautifully-wrapped gifts say (and show) that you care.

Be sure to ask your supplier how long it will take to deliver the merchandise, allowing extra time for personalization and imprinting. Also schedule

extra time when ordering in case delivery problems occur.

Step 7: When To Use Logos

Using logos on a business gift all depends on the goal of your program, the recipient and the type of gift.

Company logos or personalized engravings work best on morale-boosting, inexpensive gifts to employees for jobs well done. When incorporating a logo on a gift, remember to place it inconspicuously, like on the inside label of a shirt or the back of a clock.

Research has shown that people love to see their names in print, especially on something they use as frequently as a clock or watch. It should be no surprise, then, that today's successful gifts tend to be personalized; they're more creative and memorable. More than one-fourth of all business gifts today are imprinted with the recipient's name or monogram, according to a recent report in *Potentials in Marketing* magazine.