

CORPORATE GIFT PROGRAM

Gift Giving and Receiving Etiquette

Do:

- Give gifts year round, not just during the holidays
- Set clear goals for business gifts
- Make sure the recipient's company policy allows him or her to accept a gift
- Include a personal note with every gift you send
- Convey verbal or written appreciation with group gifts
- Deliver gifts in person whenever possible
- Take the time to find meaningful gifts
- Keep lists of what you give to compare from year to year
- Write thank-you notes immediately after receiving a business gift

Don't:

- Attempt to use a business gift as a bribe
- Buy a gift because you like it (unless you know the recipient shares your tastes)
- Send gifts of differing values to the same office where people might compare them
- Send a gift that's overpowered with a corporate logo
- Send food or flowers at Christmas without first making sure the person will be there to receive the gift
- Feel embarrassed if someone gives you a gift and you have nothing to give in return. (Thank the person and find another occasion to reciprocate.)
- Splurge on an expensive gift just to impress
- Give someone more than you would expect in return
- Recycle business gifts. You may accidentally give someone the same gift they sent you

When giving a business gift to important or long-standing customers or accounts, or sending a message of appreciation or thanks, you should eliminate company logos. It looks like advertising and is considered tacky. Instead, choose a gift that is so uniquely tailored to the recipient that both you and the gift will be unforgettable. If you feel a logo is still necessary in this situation, put it subtly on the tissue paper in which the gift is wrapped.

Last Words

When it comes to selecting the perfect gift for your corporate gift program, consider a Bulova timepiece. Watches and clocks have been traditionally recognized as excellent gifts because of their visibility, usefulness and beauty. Whether traditional in style or fashionably high-tech, watches and clocks are available in a wide range of price points to suit all

budgets.

They're also readily customizable with special inscriptions or logos, making them personal gifts that will be remembered and treasured for a lifetime. Anything from dis-

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