

Holiday Gift Giving Tips

The gifting season is upon us and even in the turned down economy we should still plan gift giving. As we plan gifts for our loved ones, it's easy to overlook our valued clients and employees who have helped our businesses - in fact our pocketbooks - to grow! As a business owner or manager we really don't have much time to set aside for employee/client gift purchasing and resort to preprint holiday cards...falling into the "card pile of good intentions"

Wake up! Gift giving is the opportunity to stand out and be remembered for your unique and personal recognition of staff and clients.

PS: It's also effective advertising!

Client Gifting

1. Well thought out gift giving can be more effective than a full-blown ad campaign.
2. Have different level gifts for different level clients.
3. Sales reps can personally hand out these gifts.
4. OR have staff members dress up as Santa and Elf to make deliveries. This will definitely stand out from all the other gifts.
5. If you decide to include your logo on the gifts, keep it discreet.
6. If you include your logo on the gifts make sure it is spelled correctly and the gifts are not torn or broken.
7. Be aware of company policies on gift receiving.
8. Be aware of international etiquette.

Suggested Client Gifts

- Gift baskets with logoed mugs or notepads and pens
- Candy jars with candy boxes attached.
- Heavyweight sweatshirts with your company logo very small
- Denim shirts with your company logo very small * Upscale Jackets

Special Note

When having items embroidered or screen-printed you can mix and match items from inexpensive (ie: sweatshirts) to expensive items (upscale jackets) to reach all levels of your client gift-giving base.

Employee Gifting

1. Know your employees. Example: if you decide to give a "family" type gift to your employees and you have an employee that doesn't have a family they may feel slighted.
2. Do not play favorites among employees.
3. Make sure your gift is not directed just to women or just to men. (ie: spa kits or baseball hats)
4. Holiday parties are not gifts.

Suggested Employee Gifts

- Gift certificate to dinner and a movie
- Logoed company apparel
- Food item such as ham or turkey
- Massage gift certificates
- First Aid