

STRENGTHEN RELATIONSHIPS BY THANKING YOUR EMPLOYEES AND CLIENTS WITH CORPORATE GIFTS!



When to give corporate gifts:

- Holidays/Fourth Quarter
- Commemorating a Special Event
- Saying "Thank you" to a Valued Client
- Groundbreaking Ceremonies
- Deal Closings
- Employee Birthday Programs
- Rewarding Top Producers

TIPS FOR CORPORATE GIFT GIVING:

1. Choose a Gift that Suits the Occasion
2. Timely Delivery is Critical
3. Always Give a Beautifully Wrapped Gift
4. Customize and Personalize When Appropriate
5. Know the Demographic of the Gift Recipients



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HERE ARE THE FACTS:

- ▶ Corporations increased their giving by a median of 4.7 percent last year.

Source: The Chronicle, June 2007

- ▶ 78.8% of survey respondents offer corporate/business gifts as part of their incentive programs.

Source: www.managesmarter.com, 2007

Corporate gifts enhance the personal connection between the giver and the recipient to affirm relationships.

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