

Giving Focused Customer Gifts

Written by Steve Marr

Monday, 26 November 2018 00:00

As we prepare to celebrate Christmas, we consider sharing gifts with customers and prospects. The Lord instructs us to give thanks many times in scripture. Our gifts are one way to show thanks. However, we should keep several principles in mind about gift giving.

1. Give gifts that aren't questionable.

In other words, make sure the gift has no possibility of offending. Gifts of wine or liquor are in this category. Also make sure that a concert or theater ticket is for wholesome entertainment.

2. Keep cost reasonable.

I don't want to create expectations or infer that we buy business. In most situations I keep the gifts under \$100.

3. If possible, connect your gift to your business.

This has great impact. For example, I have an interest in a restoration business. One gift I give is a handmade bar of soap. I give out a pumpkin scented bar in the fall and a spring scented one in the spring. The soap represents our commitment to clean a customer's property. When I give these out, I tie the gift to our business. I have a local supplier for these bars, and they cost \$5 each. However, there is more than \$5 of impact in the gift.

4. Look for customized ideas.

One customer brought up the subject of old coins. (I worked for a coin dealer once.) I picked up a basic book on coins as a gift. Another had several old clocks in the office. I gave that client a book on antique clocks.

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I came up with another customized idea when I found that several people have dogs in the office. I made up gift baskets for the dogs and found that it delivered positive impact.

5. Consider gift baskets for a group.

In the restoration business, several people in an office may refer work. I like to send a nice gift basket for the whole office to share.

King Solomon wrote, "Giving a gift can open doors; it gives access to important people!" (Proverbs 18:16 NLT) Thoughtful gifts open big doors with your clients.

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