

CORPORATE GIFTS: ALL YOU NEED TO KNOW (PAPERBACK)



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Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.A corporate gift is a gift purchased for employees, executives, stockholders or customers of a business. Corporate gifts may be purchased for many different reasons. The first and foremost function of the corporate gift is to provide a means of thanking people for their contributions to your company. This may be thanking employees for all their hard work, or thanking clients for their business. Providing people with a gift of thanks is an excellent means of ensuring clients will provide you with return business, and will also aid in keeping staff morale high. Gifts to clients (particularly gifts that will last for a substantial amount of time and will be able to be used on a repeated basis) will ensure that your customer will be reminded of your services on a frequent basis. This will increase chances of repeat business with that client and will also increase chances of referrals for your business. When providing corporate gifts for customers and clientele, many companies opt for small, useful items that are emblazoned with the company logo. By providing such items, it is possible to obtain repeat business, new business and new business through referrals, as the company logo is able to remain present in the minds of those who receive the corporate gift. A promotional gift is a great way to ensure that you will be the company people call when a particular service is required. Studies have shown that these types of personalized corporate gifts are an excellent means of increasing response rates, and of improving the profile of your company. Corporate gifts are included under the customer service category. By providing your clientele with a gift, not only will it serve...



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