

## How To Choose Perfect Corporate Gifts Every Time

While a lot of the formalities have changed, corporate gift giving is still essential. Giving gifts in a corporate setting is as much a tradition as it is an effort to keep good relations with employees, clients, and partners.

So while it is essential, there are also millions of ideas floating around as to what to give. There are so many things to consider. There's not just the cost and the appropriate way to give a corporate gift, but also considering whom you are giving items to. You might have to consider if there is a corporate gift policy, what those rules are, and whom you might not be able to give gifts to.

With so much to consider, it all comes down to two things. The first step would be to understand the receiver of your gift. The next is to gather up ideas of what gifts to give to which person.

### Understanding The Receiver Of A Corporate Gift

When you consider giving corporate gifts, you should always consider who the receiver is.

**Bosses** - Your boss has been looking out for you, and now it's time to show your appreciation. Bosses are particularly difficult to shop for as it's important not to appear to be bribing them.

**Clients** - There are probably several levels of clients you might consider giving gifts to. Most likely you'll want to give your top clients something every once in a while, to show your appreciation for their continued business.

**Employees** - Your underlings might occasionally need a boost in confidence, need a reward for a job well done, or perhaps for a holiday. Even a small gift on occasion goes a long way.

**Business Partners** - They've worked with you on several occasions, given you discounts on services or products you might have needed at one point, and continue to work with you. Sometimes you just want to send them a reminder that you thank them for their continued support.

Within each category, there might be subcategories of which you give gifts to as well. With clients for example you'll give a more expensive gift to your top clients, and maybe some small token to all of your other clients. With the various levels, it is a good idea to keep in mind what corporate gifts you might give to each one. This way, you know exactly where to go or what to look for when you shop for a gift.

### Ideas For Corporate Gifts

So what sort of corporate gifts can you give to clients or bosses? Here's a few ideas for each type of the most popular corporate gifts, which recipients will probably appreciate the gift, and alternative ideas. You can probably find variations or combinations of such gifts as well.

**Cards, Calendars, Paper Gifts** - These are probably the least expensive and most widely given gifts people give. They make up half of the gifts given out every year. Handy little calendars are nice and cards show you care. They are less expensive, can be bought in bulk and kept in stock for surprise events. Imagine sending a nice Get Well card to a sick employee.

**Gift Cards** - You could give a paper card to everyone on your list, and toss in gift cards with various amounts, making gift giving at any time very easy to keep up with. If you want to make things a little more personal, write a note in your own handwriting sharing your appreciation. The amount of gift cards being given out is on the rise and for good reason.

**Branded, Engraved** - This can be a various assortment of goodies that can be branded with your company logo, and given to virtually anyone. These gifts can be similar to the paper gifts, but have more bulk to them. Like envelope openers, office supply kits, mouse pads, or even expensive gifts like watches or necklaces.

**Food and Fruit Baskets** - Gift baskets and fruit baskets are also extremely popular. You'll probably reserve these for more formal occasions. Gift baskets can be relatively inexpensive but certainly not when compared to a letter opener. These would generally be for important events or people.

If you are giving wine or a wine gift basket, it is better to ask permission or get details regarding whether the person actually drinks (or might drink too much and not want temptation). If you think about it throughout the year, ask about their preferences and you can write down ideas. This comes in

handy when picking out food gifts as well.

Charity Donations - This has been very popular as a corporate gift for many, many years. People love feeling they have contributed to something. You can even send out paper cards, with a return card asking the individual which charities they would like to donate to, so they can pick their favorite causes. It's a gift you both give together.

Flowers or Plants - Plants are little more traditional, and also a very fun gift. It makes for an excellent welcome gift for new employees, or as a "Get Well" gift. Some of the more exotic plants can stand out to new clients or business partners. It's a warm, friendly way to share your appreciation.

And of course you can mix and match a few of these gifts. You can set up the branded gifts ahead of time, as well as keeping cards and gift certificates. When you keep them in stock, you'll be ready for whatever event comes up. For those you can better prepare for, like Christmas or special holidays, or for new employees, etc., you can look at the gift baskets, charity donations, and other items. The secret to giving the perfect gift, though, it so make in personal and show that you really, truly appreciate the people that you work with.

### About the Author

Fresh Fruit Baskets is a leader in [corporate gifts](#) and gift baskets. Visit us today to view our complete line of gift baskets and corporate gifts for any event or holiday.

Source: <http://www.tntarticles.com>