

Business Gifts That Make an Impression

Business gifts help cement your business relationships with employees, customers and associates. Whether you use business gifts as a token of appreciation customers for their loyalty, as employee incentives to spark higher productivity or as remembrances of special occasions for your associates, there are many advantages to making the giving of business gifts a part of your firm's culture. While any business gifts can serve as a thank you or an incentive, there are some that make more of an impression than others. If you want your business gifts to be the ones that are remembered for a very long time, here are a few tips on choosing business gifts that make an impression on recipients.

The best business gifts have a high perceived value

The perceived value of an item is about more than how much you paid for it. It's about how much the gift recipient thinks the gift is worth. Perceived value is made up of a number of different factors, including brand name, materials used, type of item and presentation. The business gifts that are most fondly remembered are those that are seen as being worth more than average.

Distinctive and unique are great ways to describe the best business gifts

In some industries, the giving of business gifts is so routine that you really need to stand out in order to be remembered. Choosing business gifts that are outside the ordinary mix is a good way to make a positive impression. There are ways to make even the most commonly given promo items – items like pens, mugs and mouse mats – unique, distinctive and memorable.

In business gifts as in anything else, presentation counts

There's a reason that fancy shops offer distinctive gift wrapping on purchases. It's because presentation counts. You'll make far more of an impression on your gift recipients when you make an effort with the presentation of your gift. The small details make a big difference.

Choose business gifts that will be both personal and useful

Business gifts that are meant for personal use are the type of gift most likely to be valued by your recipients. Items like coffee mugs, personal planners and MP3 players are hands down winners as personal business gifts, not because they are unique and trendy, but because they aren't meant to be used as part of the job. They recognize the person behind the job.

Give business gifts at unusual times

Make up your own schedule of gift giving "holidays". During the traditional holidays, send out greeting cards and a small remembrance, and save the big guns for your firm's anniversary, say, or the founder's birthday. Keep a store of business gifts on hand for personal occasions like associate or employee birthdays. The more personal you make your interactions with business associates and employees, the more appreciative they'll be of your relationship with them. People genuinely like to do business with those that remember their special occasions and acknowledge them.

If you're not sure what sort of business gifts are most appropriate for your particular needs, most companies that specialise in promotional items can help you with your choices. Most of them employ account representatives with years of experience who can help you make the best choice of business gifts for the occasions you want to recognize.

About the Author

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