

Thinking Outside The Box With Business Gifts

Business gifts are an excellent way to cement relationships with clients and associates, if they're chosen well. That point is hammered home to those responsible for maintaining company relationships, and most people are very careful when choosing business gifts. Most people don't pay quite as much attention to what's outside the box when choosing business gifts, though, and that's a pity, since presentation can make an enormous difference in the reception of your advertising and business gifts.

Any sales or business person knows that presentation is almost everything, and it's no different when it comes to presenting business gifts to your clients. A clever, thoughtful or unusual packaging idea can add impact to your business gifts and extend their impact for years. When you want to make a real impression on your clients and customers with business gifts, thinking outside the box can make an incredible impression.

Boxes

Many business gifts come prepackaged in plastic blister packs. While this packaging may be great for protecting the gift during transit, it doesn't make much of an impression on the recipient. If gift packaging is available through your supplier, by all means opt for it. If your business gifts supplier doesn't offer gift packaging as an option, then invest some time and thought into the best options for gift wrapping and presentation. The right presentation can turn a relatively inexpensive engraved pen into a memorable gift.

Envelopes

Paper is passé. If your business gifts are of the mailable variety, shop around for distinctive and unusual envelopes that will stand out amidst all the bills and junk mail in the post box. Bright colors, patterned papers and unusual materials can turn a simple envelope into an eye-catching presentation for traditional business gifts like calendars and brochures.

Gift Baskets

One of the most memorable ways to package business gifts is to tuck them inside another gift. Baskets and gift boxes are popular packaging for business gifts because they become a lasting remembrance of the gift itself. A small wire basket filled with promotional desktop gifts and office supplies may not be the ideal gift for everyone on your list, but they make a great calling card to introduce yourself to the "gatekeepers" – the secretaries and assistants who hold the keys to the inner office.

Make the Gift the Wrapping

One bit of advice often offered about holiday business gifts is to avoid giving gifts that are blatant advertisements for your business. In today's restrained and constrained atmosphere, you may find yourself in the position of having to limit the cost of individual business gifts. One way to stay under budget and within the acceptance guidelines of your clients is to use those low-cost promotional items – as a container for another gift. A classic gift presentation of this type is a classically styled promotional coffee mug with your logo discreetly printed on it – filled with chocolate truffles and wrapped in colored cellophane.

About the Author

Gareth Parkin is the co-founder of Ideasbynet, the UK's largest online source of [business gifts](#) and [promotional gifts](#). He has taken the UK gift market by storm by the application of modern business thinking and the latest search engine marketing techniques. For more details on [business gifts](#) visit www.ideasbynet.com

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