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Should Corporate Gifts Cost So Much?

Corporate gift giving is entirely different from personal gift giving. Personal gift giving may include the preferences of the recipient for whom the gift is given. However, this \"personal touch\" is wholly absent from the corporate type of giving as, usually, it is the image of the corporation that has to be noticeable.

These gifts are costly objects and they normally do not have any contribution in promoting the products or services of the company, which means that they do not have any reference to the company. However, companies often conduct marketing through distribution of small items like key chains, pen holders, dongles, and other gifts to the workforce and potential customers.

While giving a corporate gift, it is nevertheless important to keep in mind the interests of the person to whom the gift is being given, and attempt to customize it accordingly. Business gifting should always be selected with the recipient in mind. There's no point giving a gift - particularly a corporate gift - to someone who will not treasure what we have gifted. We should be seeking to create a 'WOW' wherever possible.

The effect of the corporate gift on the professional relations with a client or a team member depends on how expensive the person believes the gift to be. However, gift-giving is at times regulated by the law, so a quick check with your legal department is worthwhile.

Planning for corporate gifts involves figuring out the expenditure, arriving at the number of items, and looking for good deals available in the market for a mass purchase. The preparation is more important with respect to employee gifts, even more so if your business is a mid-sized or large entity. Ensure that you purchase the right quantity so that every employee whom you wish to thank by means of a corporate gift is included.

In conclusion, the custom of giving corporate gifts to your customers and employees is a good option for building strong working relationships. Always keep the legal and financial aspects in mind.

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