

## Build Your Staff Loyalty - Give The An Unexpected Gift

Knowledge of corporate gifts is relatively lesser than that of personal gifts, which are given to friends and families by individuals. The rising business practice of giving special gifts to clients is not known to people as the gifts given by people to loved ones. Corporate gifts are very unique in that they grow client and brand loyalty often for a very small price. After all everyone loves to receive a gift.

Corporate gifts are usually expensive things and they do not carry any company logo or brand name, as their purpose is not marketing or promotion. However, at times organizations also give employees and potential clients promotional merchandise such as pen drives, pens, key-chains and office utility items that are emblazoned with the company logo.

Similar to any other gifts, the selection of a corporate gift should be according to the liking of the individual to whom the item is to be given. For a client, exotic and costly objects are the norm, while standard items should be given to members of a particular team of employees.

In order to strengthen and promote a good relationship with a customer or an employee of the organization, it is essential to remember that the perceived value of the corporate gift is critical. Before giving a corporate gift, you should enquire with your legal department about any restrictions that may have been imposed by law on this act.

Planning for corporate gifts involves figuring out the expense, arriving at the quantity of gifts, and finding out good deals available in the market for a mass purchase. This is obviously more useful in case of gifts to staff, especially if yours is a large-sized company. Make sure to buy enough so that every employee whom you wish to show appreciation towards by means of a corporate gift is covered.

To sum it up, presenting corporate gifts is a good business practice, which helps you develop a stronger and healthier association with both your staff and your customers. Just keep two things in mind - the law and your expenditure.

## About the Author

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