



CAPTURING THE CORPORATE MARKET

Consumer-Trend Survey....

94% executives polled say no one ever contacted them about their holiday gift-giving needs.

88% of executives order their company's holiday gifts themselves and 12 delegates the responsibility.

Largest group of executives said they'll spend \$25 to \$50 on employees and \$35 to \$55 on clients.

There is a 2.5 billion market to tap, that's what corporate holiday gifts are worth within the incentive gifts industry.

The IRS allows a deduction of \$25 per gift but most feel this is too low and spend more.

Spending is consistent, they don't believe in skimping on Christmas.

The Corporate gift business is not satisfied by food anymore, they want warmer, more personal and more fun gifts. They want fresh, hip ideas that have a sensibility of It's not just the money, I really care about you.

They want to personalize and acknowledge hard work. Acknowledging stress gives a little more permission to be casual. Aromatherapy, potpourri, perfume are great feminine gifts which are personal and creative.

Corporate Vs. Consumer Sales

1. Corporate buyers want to buy. They are actively looking for products and services that help them run their businesses more effectively. They want to save time, save money, increase sales and increase productivity. There are purchasing agents whose sole job is to buy. Giving is MANDATORY!
2. Corporate buyers are spending other people's money. Most companies have written gift policies; many believe the government tax-deduction limit of \$25 is too low and often spend more. The Concise Guide to Executive Etiquette (Doubleday), say upper managers prefer gifts in the \$50 range, and senior executives spend \$100 or more.
3. Corporate buyers are sophisticated. They appreciate and are willing to pay for the extra touch
4. Corporate buyers read. Your written material must stress the benefits of your service, not just the features
5. Corporate sales involve a multi-step process. Make your contact via phone or direct mail. You must get past the gatekeeper. What is your call regarding? Respond, This is about the gifts she is needing. Or, This is about a gift for you.
6. Corporate buying involves multiple buying influences. An administrative assistant, her boss and who ever authorizes payment. Some corporations have a committee you have to give a presentation to. Don't fear this process. Be encouraged to know the company has an active gift-giving program. They are predisposed to buy.

Corporate sales require a different approach and commitment than consumer sales. But if you sow corporate clients how your gift service can help them reach their goals, you'll watch your business soar.

It's nice work, so get on the phone, stop by that office, follow up with that fax and CLOSE THE DEAL!