

December 5, 2014

Gift Certificates

The Culinary Business Institute highly recommends established and start-up Personal Chef Services to offer Gift Certificates – especially in November and December. The gift of a Personal Chef Service will almost certainly end up in the hands of someone who may very well be a good client for your service, but they just never got around to investigating completely. Gift Certificates are great – because they give you exposure to a potentially new client. These are great because you are paid in advance for service, and if you’ve structured your policy correctly you will never be obligated for any service beyond that as is stated on the certificate. These are great because you have the option to up-sell once the details and planning start with the Gift Certificate recipient. And while you really hope this certificate goes full circle and you have a chance to impress a new household, the facts clearly show that a fair number of Gift Certificates (just like with prepaid cards for a restaurant, store, movie theater, etc) go unused. In that situation, you’ve collected for a service that never was performed. Our intention is not to try and game the system, but the facts speak for themselves. You will want to have an expiration date on your Gift Certificate, but make it generous – not 2-4 weeks – more like 1 year. Keep unredeemed Gift Certificates in a file that you can review each month. If you ever see a Gift Certificate that is 45 days from your expiration date, the professional thing to do is to reach out to the initial buyer and have them relay the message to the recipient of your Gift Certificate.

