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Client Gifts, Part I

Unlike a Dinner Party Service, people who operate a Personal Chef Service will have regular repeat clients for the most part. There are a number of theories about client gifts, and we'll try to break down the more common situations. As part of your routine business operations, you can always offer a "gift", usually in the form of a discount for new clients. This reward can be applied to the first service, or spelled out that after 12 regular services, the next one is free. There are truly countless ways to work this incentive, however we're going to discuss how to thank your clients who are established. You are not required to do anything, but the school-of-thought is that a little something extra now and then helps secure your relationship. But a client gift does not need to break the bank – far from it. One commonly used gift is flowers. First, each time you happen across a garage sale, look for small bud vases or stem vases. At a garage sale you're looking at a quarter, or maybe fifty cents. No big deal. If you're fortunate enough to have flowers at your own home, your gift is now solved. A few fresh cut flowers in a vase, left on the counter with a hand written thank you note goes a long ways, and cost you next to nothing. If you don't have flowers for free, plan to do several client gifts like this in the same week. Purchase your flowers, then break into smaller bunches. \$10 to \$15 for flowers spread over 3 to 5 clients is still very reasonable. Fresh cookies are also a dandy gift idea, especially when you know what the client really craves.

