

July 18, 2014

Client Gifts, Part II

Last week we discussed the random, no special occasion small client gift to say thank you. This week, let's talk about known special dates, like a birthday, anniversary, graduation, new job, etc. Your small gift on a special event date brings you closer into the family itself. A word of caution – once you start with a small something on a birthday for example, you'd better mark your calendar and make this an annual remembrance. You'll probably know about these type events or dates ahead of time. These gifts might warrant a bit more effort. For example, at www.usacustomimprints.com you can buy just ONE of an item, with custom imprinting. So invest \$5 to \$10 and get a custom imprinted coaster or two, or perhaps a nice kitchen trivet (imprinted with your PCS name of course). Each client will be different, and one-size does not fit all when it comes to client gifts. The beauty of a custom imprinted item is that it shows forethought and planning. This becomes a much more personal gift. And for a client spending \$300 - \$600+ a month for your service, \$15 spent on a gift is money well spent. And be sure to keep track of all your gift expenditures. This expense falls into advertising and promotion. Finally, without being funny – there is one gift item readily available that you should not use. That would be a gift certificate for a restaurant. Your intentions are solid, but we'd stay away from this item. You wouldn't give them a gift certificate for a competing Personal Chef Service.

