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Choosing the Right Corporate Gift by Joanna Morley

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There couldnâ€™t be a better way to appreciate clients and dealers than presenting them with a gift. Corporate gift business is a multi-billion dollar business and employs thousands of professional â€˜gift designersâ€™ or gift consultants. The best thing about employing their service is that you donâ€™t have to worry about anything; they take care of everything and anything, including gift-wrapping and even shipping. Here are a few things to be mindful of before you choose a corporate gifts basket.

â€¢ A company gift is more than just a nicely wrapped object. Every gift that is sent to the business contact is a reflection of the giverâ€™s image. Corporate gifts can go wrong, and when they do, they convey a very bad image about you and your company. For instance, a gift that reaches its destination unwrapped or with the price tag intact is a perfect image spoiler.

â€¢ Another factor to be considered before gifting is the appropriateness of the gift. For instance, women love to receive perfumes as gifts from another woman. But itâ€™s embarrassing to receive such gifts from a man! Before you send out gifts to a person of the other sex, ensure that it is appropriate to send it to him/her. It is too expensive for the recipient to feel uncomfortable, or does it look too cheap? Does the gift reflect the personâ€™s tastes and life-style?

â€¢ Gourmet food gift baskets are best suited for the business world; especially during the festive season when the best laid plans to lose weight lose their significance. Wouldnâ€™t you love to get a gift basket that contains gourmet food, wine, imported cheese and chocolates, and exotic fruits? But make sure that the recipient is in town to receive the gift. A simple phone call to the recipientâ€™s secretary or assistant should be able to solve this problem.

â€¢ The best thing about food gifts is that you can design your basket. Just enter a gourmet food shop or visit an online gourmet food gift shop and choose food thatâ€™s apt for your budget. And if you find it hard to do so, speak to the â€˜gift consultantâ€™ and get her to design the food basket for you. You can also add a promotion item that contains the companyâ€™s logo or brand name, to this basket. These gifts can also be shared among your office staff.

The next time you choose to buy a corporate gift, make sure youâ€™ve gone through your options, because as stated earlier, thereâ€™s nothing worse than a gift gone wrong.

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Joanna Morley - About Author:
Joana Morley has helping people find the right a corporate gifts baskets through her articles. She writes reviews on a gourmet food gift baskets and other a corporate gifts.

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