

Business Gift Basket Ideas

Selecting appropriate business gifts is often more challenging than selecting gifts for family and friends. There are more forces at work and the stakes are usually higher. Etiquette, corporate policies, and leaving a positive lasting impression are all key considerations. Before sending a gift to a business associate or a client, it's important to follow all corporate guidelines and to find out what the restrictions are on the recipient's side. Some companies have strict policies concerning gift giving. For instance, gifts that surpass a certain monetary value may be restricted. Companies also place restrictions on situations in which gifts can be exchanged or accepted. Ask your clients directly or contact their personnel department to find out what limitations and guidelines are in effect.

Once the boundaries are determined, keep in mind that corporate gifts need to be memorable in order to generate goodwill and foster word-of-mouth referrals. Look for items that are unique, distinctive, and convey a professional image. Etiquette is essential. For example, it wouldn't be appropriate to give a female client clothing or jewelry. This may be construed as too intimate. On the same note, it would be disastrous to give a business partner a vintage bottle of wine without realizing first that he or she is a recovering alcoholic. Don't send a personal gift unless you know the person's interests, likes and dislikes.

To keep things safe and professional, gift baskets make a wonderful corporate gift idea. Opt for generic baskets that do not tie in with a certain theme, hobby or interest. For instance, gourmet gift baskets are a one-size-fits-all solution for corporate gifting. They typically contain a selection of savory foods such as crackers, cheeses and nuts, as well as an assortment of sweets and candies. Other alternatives to the gourmet food basket are fruit baskets, cookie baskets and organic baskets containing dried fruits, nuts and different types of granola mixes.

For a unique idea, try a state inspired basket. Some suggestions are a Blueberry Basket from Maine, a Northwest Gift Basket made in the State of Washington or a Wisconsin Cheese Basket. For the holidays, many Canadian nurseries will wrap up a fresh wreath with a basket full of goodies. Whatever type of basket you decided on, don't take a do-it-yourself approach. This is not like painting the walls in your hallway. In the corporate world, its better to let a professional handle what they're good at - especially gift baskets!

Business gift baskets are an ideal way to say "thank you", "your business is appreciated" or "happy holidays." Your clients and business associates will remember your professionalism and generosity. And your bottom line will appreciate it, too!

Source: <http://www.articlecircle.com>

About the Author

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