

Thanks to Betti Lord Hillman for this great info

SELLING TO BUSINESSES: THINK LIKE A RETAILER!

**NOW'S THE TIME TO GET STARTED
ON YOUR CHRISTMAS BUSINESS!**



According to a Consumer-Trend Survey, 94% of executives polled say no one ever contacted them about their holiday gift-giving needs! 88% of executives order their company's holiday gifts themselves and 12% delegate the responsibility! The largest group of executives say they'll spend \$25-50 on employees and \$35-55 on clients. There is a \$2.5 billion market to tap; that's what corporate holiday gifts are worth within the incentives gifts industry. The IRS even allows a deduction of \$25 per gift! The corporate gift business is not satisfied by food anymore; they want warmer, more personal and fun gifts. They want fresh, hip ideas that have a sense of "It's not just the money, I really care about you." They want to personalize and acknowledge hard work. Put together gifts that you can get 100 + of the exact same thing (Think BIG!) Don't use limited-edition items, packaging from the Dollar Stores, Big Lots, etc.! Don't chance running out!

'Tis the season to take the time to contact people who can help you maximize your holiday sales! You'll increase your holiday profits by contacting people in charge of gift buying for small to medium sized companies. Suggest our gifts for both employees & clients!

Some Advantages to Business Sales:

- **Larger Sales!** Businesses will place larger orders- either in bulk and/or in price!
- **More New Prospective Clients!** By reminding each customer of our 100% satisfaction guarantee, you open the door to contact them and meet other needs they might have!
- **Repeat Business!** By making great quality gifts each person is happy with, you open the door to repeat business year after year!
- **Good Time Management!** You deliver multiple gifts to just one location! Most businesses will also want to give their gifts early so everyone gets them before the holidays!

Overcoming Objections

National Sharon Stempson suggests the following scripts for overcoming the most common objections when making the follow-up call to businesses after sending the letter.

- ***We only give a bonus.*** "Great! I know your employees truly appreciate that. You know, ____, I believe that when you give a small personal gift along with a bonus, that person thinks of you every time she uses it. You can get so much more goodwill out of your bonus! Is there any reason why we couldn't get together this week or next and spend 10 minutes looking at our gift ideas? It won't cost you a cent to look, and I guarantee you'll be glad you did!"
- ***Gifts are too personal.*** "I know exactly how you feel. I've felt like that myself, but I found that people love a personal item. By the way, do your employees work with your clients? We also provide free classes on professional makeup and dress so that you can help them represent your business the way you want them to. Would you be interested in that service as well? Why don't we schedule a 10-minute appointment for this week or next and let me explain my gift-buying ideas and the other services I can offer? Those 10 minutes may solve more than one problem for you!"