



**SALES
REPRESENTATIVES**



**GIFTING
STRATEGY**

IDEA BOOK



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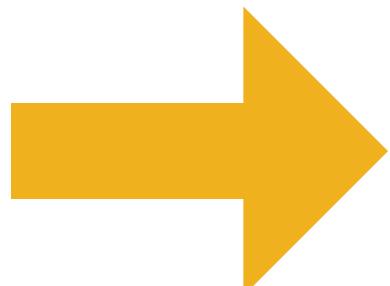
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THE ART OF **CREATING TRACTION**

We live in busy times and capturing attention has never been more challenging. Our day-to-day business lives are overwhelmed by a blizzard of calls and emails, which makes reaching potential clients harder than ever.

A well chosen gift allows you to stand out from the clutter with a personal approach. Connect with decision makers and send a high-impact message. Remember, people who receive gifts are 10 times more likely to act when asked for something in the future.

Identify your audience, use the following gift options that best suits them, and drive your sales process forward.



We just got these in and I thought your office could use an upgrade. I'll follow up next week about any needs you may have.

Best,



Bob Smith



RECOGNIZING A HIGH-VALUE CUSTOMER

THE CHALLENGE

Your long term key account represents a lot of revenue for you and your business. They deserve to be recognized, to feel special because they are. But the holidays are coming up, and you need to make sure your gesture stands out from the stream of gifts they'll receive from their other vendors.

THE TACTIC

Send a high value, personally relevant gift that shows how important this account is. You know that the customer is an audiophile, so pick a high-end Bluetooth speaker. Send it in November to stand out from the crowd and give them time to appreciate it before the holiday rush begins.



BLUETOOTH SPEAKER

I know how busy it can get. Make sure to take some time to get outside and don't forget to take these.

Best,



Bob Smith



STAYING TOP OF MIND

THE CHALLENGE

That hot prospect has cooled down a little bit as their internal work load has grown. They expressed interest in your last meeting, and said they just needed more time to sell your solution within the company. It's been two weeks, and still no word.

THE TACTIC

You know that they love the great outdoors, so you select a folding knife and hat set to make them feel valued, re-engage and get the proposal moving again.



FOLDING KNIFE AND HAT SET

I hope you can enjoy this chocolate as you learn more about what FGS can do for you.

Best,



Bob Smith



OPENING THE DOOR

THE CHALLENGE

You've got the contact details for a decision maker at a potential account, but your calls and emails have gone unanswered. If you could just get your foot in the door, you know you would have a great chance to land the new business.

THE TACTIC

Send your prospect a gourmet chocolate set and some FGS literature along with your personal note. The tangible gift gets past the spam filter, and lands right in front of the decision maker. Your note adds that personal touch, prompting your prospect to call you back.



CHOCOLATE SET

Heres to leaving the grind and joining up
with FGS. I look forward to launching your
next project.

Best,



Bob Smith



ANTICIPATING THE CLOSE

THE CHALLENGE

You received a verbal green light from the CEO in your last meeting, but you still don't have a signed contract in hand. Now you can't catch her on the phone and your emails seem to be disappearing into a black hole.

THE TACTIC

Anticipate the successful close of their business by sending over a bag of premium coffee and a new tumbler to go with it. Include a note that nods to your upcoming partnership. The personal flair combined with the thoughtful gesture will get you to the tipping point.



COFFEE AND TUMBLER



Just a little something to say thank you
for helping FGS grow.

Best,



Bob

Bob Smith



RECOGNIZING A REFERRAL

THE CHALLENGE

Your long-time customer just sent you a referral that converted to a won deal. It's the first time they've sent you a prospect and you want to make sure they know just how much you appreciate the lead. The deal was big enough that a standard phone call or email is just not going to cut it.

THE TACTIC

A thoughtful gift is just the ticket to show your appreciation and what says thank you like a bottle of wine?



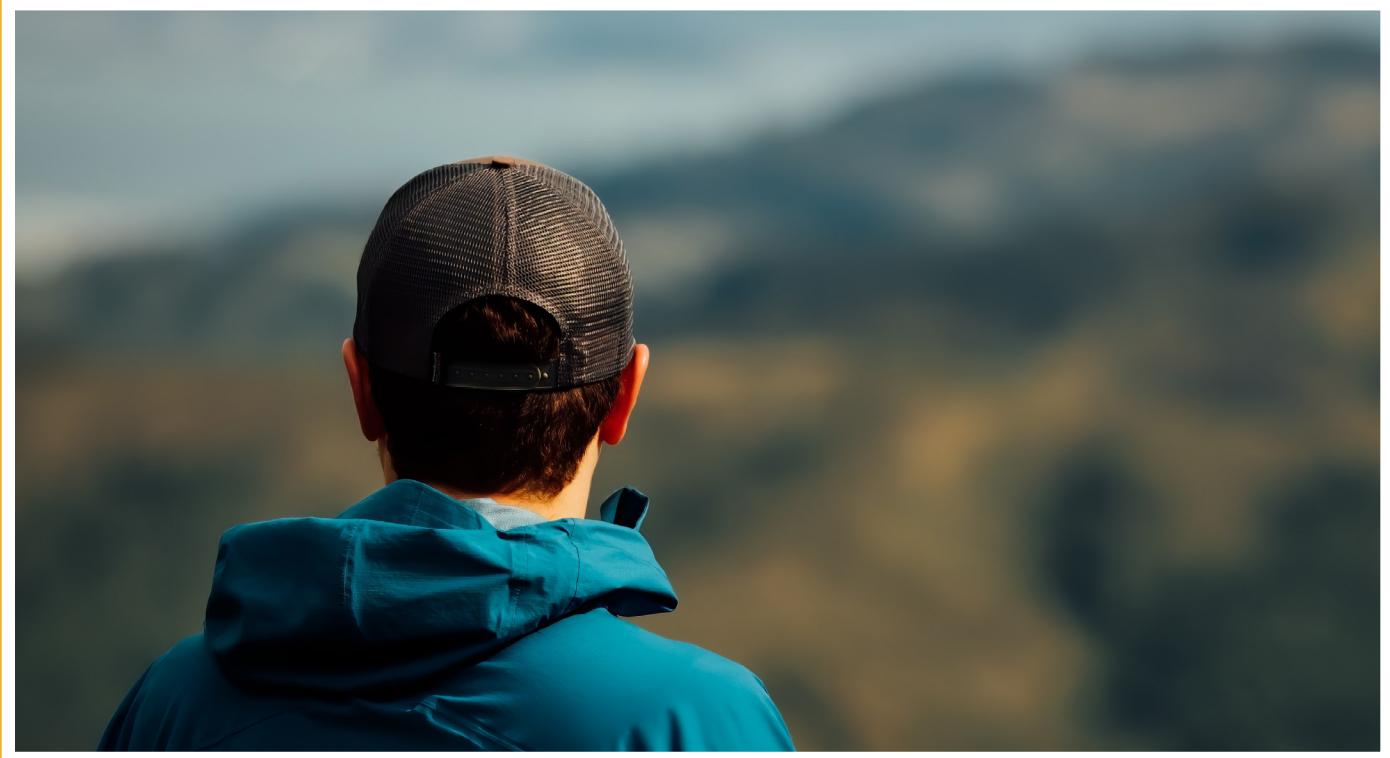
WINE BOX

We are ready to take your team to the next level. Here's a little something for the team. I look forward to meeting all of you.

Best,



Bob Smith



EXPANDING YOUR INFLUENCE

THE CHALLENGE

You have a champion, but he's only partially responsible for the final decision. The other decision makers don't know you or your solution, so you need to extend your influence to everyone involved to push the deal forward.

THE TACTIC

It's time to drop a bomb—a swag bomb, that is. Send a well thought out box of shareable goodies, like water bottles and branded merchandise, to your champion. When he shares the wealth it generates buzz for you: giving you visibility with the whole team and ultimately helping you move the potential sale to the next stage.



3 PACK OF HATS AND WATER BOTTLES

Just a little something to show my
appreciation for all your support.
Here's to more projects and more
accomplishments.

Best,



Bob Smith



REGAINING MOMENTUM

THE CHALLENGE

Your negotiations have stalled on a deal you've been working for months. The contract is in the decision maker's hands, but you haven't been able to get that final signature. Your prospect is a busy man, and his time is split dealing with a huge operational rollout and a pending acquisition.

THE TACTIC

Instead of placing that 6th follow-up call, send a thoughtful Yeti kit that includes a Yeti mug, a pallet coaster and a booklet about FGS. Voilá! He calls the day the package arrives, appreciative of the gift, apologizing for the delay and ready to move forward.



YETI SALES KIT



CONCLUSION

The gifts shown here illustrate only some of the many ways you can send high-impact touches to your customers and prospects. The possibilities are only limited by your imagination.

If you haven't defined and implemented a gifting strategy, it's time. Take advantage of the channel that cuts through the clutter, turns prospects into customers, and customers into advocates. With well thought out gifting strategy, you can make connections, close more deals, and create lasting relationships.

