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## ARE CORPORATE AWARDS AND CORPORATE GIFTS BENEFICIAL FOR YOUR BUSINESS?

With the increased challenges that all companies are faced with, many corporations have implemented various initiatives to continue to grow corporate earnings and shareholder value, some have discovered the strategic value of corporate awards and corporate gifts.

From the boardroom to the frontlines to the client across the country, corporate awards and gifts offer many benefits to enhance performance. Not only are you showing your appreciation to the employee or customer, you setting a standard of thanks for the hard work and dedication.

Corporate Awards Benefits: A company's success depends on its employees and their abilities. With the incentive of a corporate award or corporate gift you attract and retain current employees to pursue for more in the workplace. Corporate awards are great for:

- Direction
- Talent Retention
- Sales Goals
- Public Relations
- A Direct affect on the company's bottom line.

Things to Consider when giving a Corporate Award: How many times do you give the award? Most companies have an annual corporate dinner or function where the years corporate awards are given out. This would be the best time to show your appreciation.

What type of recognition do you want the award to represent? You definitely want to make this award stand out and make it represent the kind of hard work that was accomplished. What kind of statement do you want to the corporate award to make? You want it to make it so that everyone else will strive for that award next year. A statement shows gratitude but also envy.

From the small business to the major corporation, corporate awards will have an increased performance level. No company should underestimate the power of corporate awards. Your business will gain a critical view of your operations and challenge to improve the business and company as a whole.

Benefits of Corporate Gifts: As major holidays are approaching, many companies will be thinking about giving your customers (and possibly employees) corporate gifts. Sending corporate gifts does not always have to be thought about during the holidays. Many other occasions such as referrals, completion of a project, customer's birthday or even a business anniversary can be acceptable times to send a gift. When sending the gift, make sure that you add a personal touch, as this can go a long way. Include a hand-written note, or wrap the gift yourself. You can even present the gift in person to give it that extra touch. There are not a lot of do's or don't when sending a corporate gift but the key is to make sure that the added touch is there to show the person that you are grateful for what has been accomplished.

Companies should not underestimate the power of business awards and gifts. Not only do corporate awards show true appreciation, it makes other employees strive to become a standout in their field. Sending corporate gifts also reassures your thanks to the employee or client that you appreciate the hard work and dedication that it takes to run the business. These kind gestures will not only build your relationships but it will help you build the company by utilizing its maximum potential.

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