

Maximum Impact

Information and Ideas for Improving Sales, Image, and Profits

FLEXIBLE RECOGNITION

In today's busy world we don't always stop to acknowledge the contributions of the individual employee. Recognition is simply to notice, to identify and then to acknowledge people's accomplishments. The most important asset of any company is not its bricks and mortar. It is not even their products. It is their employees. Employees begin to feel part of a large mass, like they are working in a vacuum.

Recognition will raise people's spirit, drive and desire to achieve more. When properly conducted, recognition improves performance, increases productivity and raises profitability. Taking notice of individual contributions and team efforts can be the greatest motivational tool a company can use with their employees.

What a great time to recognize your employees, in the spirit of the holidays. Promotional gifts are appreciated as an acceptance of ones value to an organization. A promotional gift that will remind of the employee of their accomplishments again and again. A promotional gift to share with their family.

Results in surveys show that business gifts, motivational and incentive program's to recognize employees and customers are the most popular use of promotional products. Whether it is a fleece blanker, travel luggage, logo'd umbrella or personal apparel, the fit will speak volumes to your employees.

Many companies and organizations present their staff or customers with seasonal gifts such as chocolates, cookies or an assortment food basket of some kind. All of these gifts are lovely and are no doubt appreciated, but they all miss one very critical point. They all promote the brand name of the chocolate company, or the tea company, but not the brand name of the gift giver. As a result they have no residual marketing value because there is no lasting impression left with the he recipient. Instead of just being 'well thought of' for the moment, present a gift that keeps reminding the recipient of you each time they use the gift.

The most appropriate gift is one that expresses your appreciation in a way that is suited to the level of value that matches your relationship. You wouldn't think of presenting your date with a diamond ring on your first date. So too should you consider keeping a selection of items on hand so that you can provide your various recipients with items of various values. Stay flexible, recognize that you may find an occasion throughout the year when giving an appreciation gift is appropriate.



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Dear Max



Q. Some exhibitors in trade shows send items to their customers before trade shows. How does that work?

A. You can triple booth traffic just by including a promotional product in your pre-show mailings. Most effective are the use of “campanion gifts” such as sending an imprinted coaster before the show and giving away a matching coffee mug at your booth.

***Ask Max a question, and receive a free gift, go to: www.coastadvertising.com/dearmax.cfm**

Product Spotlight

Timely Gifts !

Anyone would be proud to wear a watch personalized with one's own name, awarded by their company. Nothing is more effective in delivering that key motivational message many times a day than a Personalized Watch.



Swiss Army



Seiko



Callaway

Research

Generating Customer Referrals

Promotional products help encourage to provide you with the names of friends and associates whom you can contact in the future. A study found that customers who receive promotional products are more willing to provide these leads than customers who don't receive promotional products.

Statistics :

* Customers who received a promotional product were 14% more likely to provide leads than those did not.

* Salespeople who gave promotional gifts to their customers revived 22% more referrals than salespeople who did not use promotional products.

* 40% of the salespeople who used the gifts commented on how well the gifts were received by their customers.

Providing promotional gifts to customers increases the likelihood of them providing your salespeople with business referrals, and increases the number of leads generated. Used within a one-time promotion to expand your customer base or as an approach to insure the continuous growth of your business, promotional products are effective tools.

Visit us at our showroom: 266-2950 Douglas Street, Victoria BC V8T 4N4

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