

THE COMPLETE GUIDE TO Gift Giving ETIQUETTE

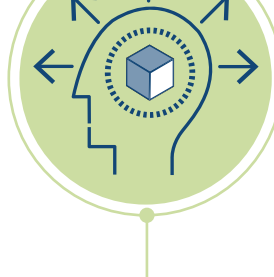
Whether you are celebrating a special occasion or a special person--gift giving is an opportunity to create fond memories and build lasting relationships.

THE PSYCHOLOGY OF GIFT GIVING

Giving gifts combines three main psychological factors

PSYCHOSOCIAL CUSTOMS

How we perceive and give gifts changes depending on the context, such as family and cultural traditions, or personal versus professional gifts.

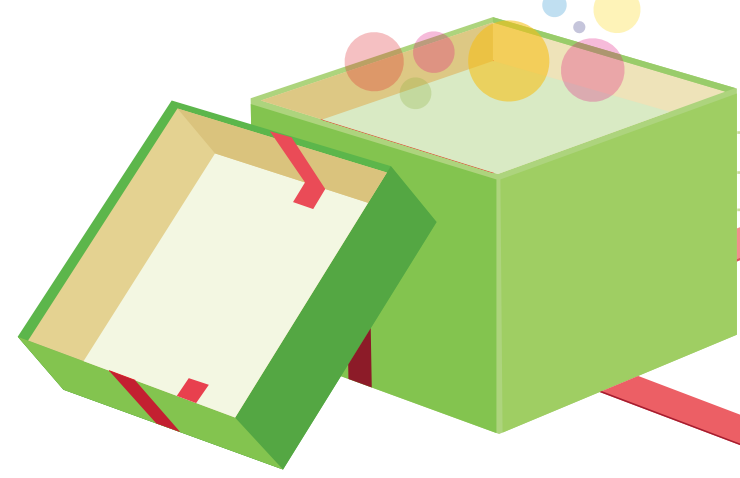


EMPATHY

When we search for the "perfect gift," we're trying to see inside someone's head & know what they want—but this can often put undue pressure on the gift-giver.

RECOGNITION

Gifts may selflessly celebrate a special person or occasion, but they also serve to build relationships and garner recognition that benefits the giver, as well.



TRICKS FOR FINDING THE PERFECT GIFT

WRITE DOWN A LIST OF A PERSON'S INTERESTS

- ⦿ Spend at least five minutes on your list, & make it as comprehensive as possible.
- ⦿ Do a little research—scroll back through their Facebook page or find an Amazon wishlist.
- ⦿ See ways in which you can combine their interests into the perfect gift.



ASK YOURSELF WHAT THEY NEED

- ⦿ Don't focus on just material things—or the price tag.
- ⦿ For many busy people or those types who "already have it all," the gift of time is often most meaningful. Offer to help them in a way that would free up their schedule, or gift them an experience they might not otherwise get for themselves.



MAKE IT PERSONAL

- ⦿ Think about events in their recent past and what might resonate.
- ⦿ A gift you make yourself, like a knitted scarf, is as personal as it gets!
- ⦿ If the gift itself isn't personal, get creative with the packaging to make it memorable.



STILL STUMPED? TRY THESE GIFTS THAT NEVER GO OUT OF STYLE...

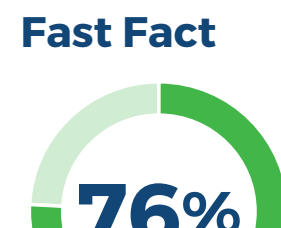
FOOD



Fast Fact: Food is one of the most popular gifts across any occasion and is not limited to one food type!

FLOWERS

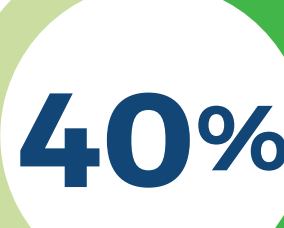
Fast Fact



76% of moms in the United States prefer flowers as a gift for Mother's Day.



FAST FACT

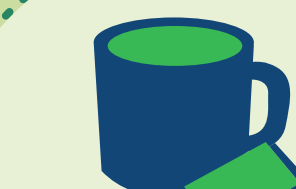


40% of the estimated gift basket industry revenues originate from the corporate sector and B2B relationships.

THE DO'S AND DON'TS OF GIFT GIVING FOR...

BUSINESS & NEGOTIATIONS

- ⦿ In business, a gift to a co-worker or employee can symbolize the value you place in that relationship.
- ⦿ In a negotiation, a gift is a show of generosity that naturally inclines people to reciprocate.



Be Personal

- DO NOT give generic tokens. Anything without a note or a card will not serve your goal.
- DO NOT give promotional items in lieu of real gifts.



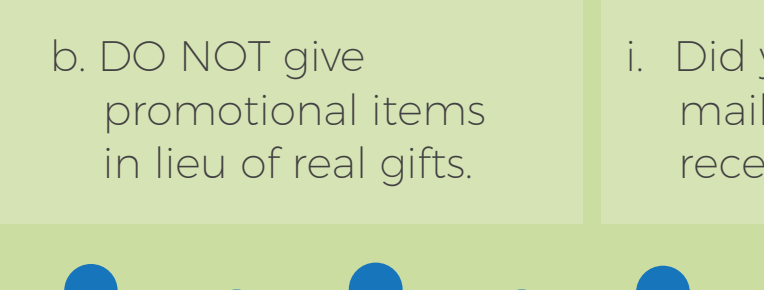
Watch Your Budget

- Spending too much can compromise your company's finances. The recipient may also not be in a position to accept expensive gifts!
- Did you know, by law, mailmen are only allowed to receive gifts of less than \$20?!



Make It About the Company, Not a Holiday

- An Easter basket or Hanukkah donuts may seem harmless, but not everyone in your office is going to celebrate the same religious traditions.
- Focus gift-giving on congratulating big projects or a successful negotiation



No Employee Left Behind

- Treat everyone in the company, or who is involved in the negotiation, as equal as you can.

BIRTHDAYS

Never forget a birthday with these handy tricks!



Save Birthdays in Your Personal Calendar

Add in reminders at the beginning of the day or during your lunch break.



Send Flowers or Other Deliveries for Afternoon Drop-Off

An ideal surprise for anyone coming home!



Ask For Ideas from Parents When Gifting to Kids

Don't assume you know what the kid wants or needs! A noisy gift may be more trouble than the parents are willing to take on.



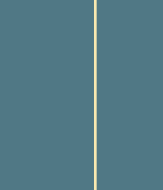
ANNIVERSARIES

How do you show the man or woman you love how much you appreciate them?



Follow Anniversary Traditions Because They Are Fun!

- 1st year - paper
- 2nd year - leather (clothing)
- 3rd year - leather (purse or wallet)
- 4th year - fruit/flowers (garden, tree)
- 5th year - wood (furniture)
- 10th year - tin/aluminum
- 20th year - china
- 50th year - gold



Nothing like a Handwritten Note

Keeping it personal and simple are easy ways to make your significant other feel special.

RELIGIOUS HOLIDAYS

Obviously, there's no avoiding the Christmas rush that starts right around Thanksgiving. Keep these things in mind when gift-giving for holidays:



NOT EVERYONE CELEBRATES THE SAME WAY

- Don't expect gifts in return, just because you give gifts
- Some families abstain from gift-giving during religious holidays to focus on the meaning of the holiday. Others may not celebrate the holiday at all.



Homemade Gifts Are Great For Different Groups

Whether you are trying to feed all your coworkers or make scarves for all your neighbors, homemade gifts are a perfect way to give gifts without breaking the budget.



Shop Local

99% of holidays are about remembering our communities. Shop for gifts locally and be environmentally-conscious when choosing products.



www.negotiations.com

Gift-giving brings so much joy and happiness to so many individuals. It's no wonder we come up with so many different reasons to give.



...feel special

www.kremp.com

SOURCES

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