

Certif-A-Gift (asi/44500)

Choosing the Perfect Holiday Gift Is Easy With Hassle-Free Programs

Help clients delight employees and customers with gifts that fit any seasonal celebration.

ABOUT THE COMPANY

Year Founded: 1954
Location: Arlington Heights, IL
Product Line: Gift of Choice
ASI Supplier Rating: 5 Stars

Make your clients' holiday gift-giving decisions stress-free this year while also freeing yourself from administrative worries. With the Holiday Gift of Choice program from Certif-A-Gift, clients decide how much they want to spend and recipients choose their ideal gift.

Top Tips

1 Take guessing out of gift-giving by showing your clients this customer-friendly video on how to give a perfect holiday gift, and save tons of time, money and frustration: giftheadquarters.com/holiday/.

2 Highlight the multiple presentation options to fit your clients' program needs. Booklets, gift cards or electronic codes can be customized for an exciting delivery of holiday gratitude.

3 Avoid holiday gift-giving mistakes and offending recipients with the wrong gift. Not everyone celebrates the season the same way. By offering a range of products, employees and customers can choose something that's just right for themselves or their family.

4 Emphasize the long-lasting, positive corporate messaging recipients experience: 1) when they're presented a reward; 2) when they choose a gift from their reward level and 3) when they receive their gift and enjoy it over a lifetime.

Gift of Choice

Brand Name Holiday Gifts
People Choose for Themselves



“You just meet with current customers, present the idea and place the Gift of Choice order. We’ll handle the rest.”

TONI DORE, CERTIF-A-GIFT

The use of brand-name merchandise increases appreciation by signaling that only the best will do for valued customers, employees, vendors and business partners. Over 100 well-known brand-name options from a variety of lifestyle categories are available in each gift collection, with 17 price levels to meet any size budget. Your clients choose a price point, gift booklet theme presentation and the program is ready to present with an array of

gift choices for their audience.

Recipients then select their own perfect gift online, by phone or mail and will receive an email confirmation upon placing their order as well as a shipping notice. Everything is handled by Certif-A-Gift.

The Holiday Gift of Choice program is a proven turn-key solution, and Certif-A-Gift manages everything for distributors, including presentation customization and assembly, online gift redemption technology, recipient gift fulfill-

ment and customer service. “You won’t have to source products, cut multiple purchase orders or inventory anything,” says Toni Dore, business development and marketing manager at Certif-A-Gift. “You just meet with current customers, present the program using our ready-to-use, customer-friendly sales materials and place the Gift of Choice order. We’ll handle the rest.” Now that’s a real gift!

To learn more, visit www.certif-a-gift.com