The Certif-A-Gift Company (asi/44500)

How to Offer Rewards People Choose

There's big demand for award and recognition programs, but you have to know the best tools to motivate. The Certif-A-Gift Company has what you need.

U.S. companies are spending $720 million on employee engagement programs each year, according to research from Bersin by Deloitte. You likely have clients with such programs in place or in need of a little recognition and motivation. Engagement programs offer much promise, but you have to know the ins and outs of the industry.

For 60 years, The Certif-A-Gift Company has engaged employees and salespeople to drive results, selling exclusively through promotional product distributors. As a second-generation, family-owned company certified as a Women's Business Enterprise, Certif-A-Gift helps you and your clients meet supplier diversity goals. It offers effective programs for consumers, employees, sales teams and distributors, such as employee years of service and retirement; employee and dealer sales contests; safety recognition; customer loyalty; on-the-spot recognition; and thank-you and holiday gifts. Certif-A-Gift has facilitated thousands of awards, representing over 600 major manufacturers/brands. It offers global fulfillment of lifestyle merchandise and a bilingual customer support operation.

"We have five different incentive and recognition solutions to meet various program needs," says Toni Dore, marketing manager at The Certif-A-Gift Company. These include:

- Gift of Choice Program
- CenterPoint Online Point Bank Application
- Incentive Merchandise Fulfillment
- My Winning Picks
- Race For Rewards

The Gift of Choice Program is Certif-A-Gift's core product. It provides a flexible, all-in-one solution that presents a perfect gift every time. How? Recipients receiving recognition select their own gift from a collection of over 100 brand-name items already assembled in an online catalog (visit www.giftheadquarters.com/booklet). There are 17 gift levels to fit any budget. No gift prices are ever shown. There are three ways to celebrate: booklets, gift cards or eNumbers. Customization includes a client logo and recognition messaging in both the Gift of Choice presentation materials and redemption website. Your client's participants enjoy easy and intuitive online catalog redemption, plus phone and mail support. Your client successfully engages and motivates its target audience. You now have a lucrative program that is renewable.

To help you expertly sell the Gift of Choice Program, Certif-A-Gift provides many tools. "We recently launched our new gift redemption website," Dore says. Some of the new site features include:

- Mobile optimization (access on any device)
- Several website template options
- Dynamic and intuitive shopping experience
- Many customer branding and messaging areas (including video)
- Personalized messaging to every recipient
- Digital, printable recognition certificates
- Email campaign tools
- Robust reporting

As a five-star/A+ rated supplier, Certif-A-Gift delivers a ready-to-give solution. "We've done all the work already," Dore says. There are program options to fit any client budget; no client is too small. Presentation and website customization are available, with free marketing materials and product videos to support your sales effort. If you need extra help to close a deal, Certif-A-Gift will stand by you with its team-selling approach. You can make up to 30% margin on the program. You sell and Certif-A-Gift handles the rest. To learn more visit www.certif-a-gift.com.

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