

Certif-A-Gift (asi/44500)

An Easy Entry to Years of Service Program Sales

Employee engagement is a huge issue for most U.S. Corporations. You can provide a simple solution with this bundled program.

ABOUT THE COMPANY

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

For distributors seeking programs with positive results, knock on the door of companies with Years of Service initiatives. “There’s definitely a huge market,” says Toni Dore, business development and marketing manager at Certif-A-Gift. “Eighty-

seven percent of recognition programs focus on tenure, and one of the biggest challenges facing human resource departments is employee engagement.”

The use of brand-name merchandise rewards is a proven method of engaging employees. As a distributor, you’re positioned to provide the product but may feel unequipped to service a larger online and fulfillment style order. With Certif-A-Gift’s Gift of Choice Years of Service Program, you can confidently and easily handle any size client with all the support you need.

Begin by approaching current clients and talking to them about Years of Service programs. Certif-A-Gift makes it easy for distributor partners by providing end-user friendly sales videos and marketing materials plus the “5 Secrets to Selling Years of Service Programs” sales training program. It offers ideas for conversation starters, thought-provoking ideas, and tactics for filling your sales funnel. The Gift of Choice program is a proven, turn-key solution and Certif-A-Gift handles all the program management for you, including: presentation customization and assembly; online gift redemption technology; recipient gift fulfillment and



Extra Tips

1 Explain that recipients will receive a celebratory gift booklet presentation with the client’s corporate branding when they receive a reward. It showcases the gift level from which recipients may choose a gift and includes a message of appreciation.

2 Point out that additional branding and personalization options are available. For example, clients can use a company logo, special message and color scheme for a custom redemption website.

3 Highlight the long-lasting, positive corporate messaging employees receive: 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.

“The number-one type of recognition program employers have in place is for tenure ...”

TONI DORE, CERTIF-A-GIFT

customer service. “You won’t have to source products, cut multiple purchase orders or inventory anything,” Dore says. “You just meet with current customers, present the idea and place the Gift of Choice order. We’ll handle the rest.”

Through the program, your clients can inspire employees with over 100 well-known brand-name gift options from

a variety of lifestyle categories. And with 17 price levels, there are options for any size program budget. Recipients can choose their own perfect gift online, by phone or mail, and will receive email confirmation upon placing their order as well as a shipping notice. Everything is handled by Certif-A-Gift.

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