



GUIDE TO GIVING

MEANINGFUL GIFTS & REWARDS



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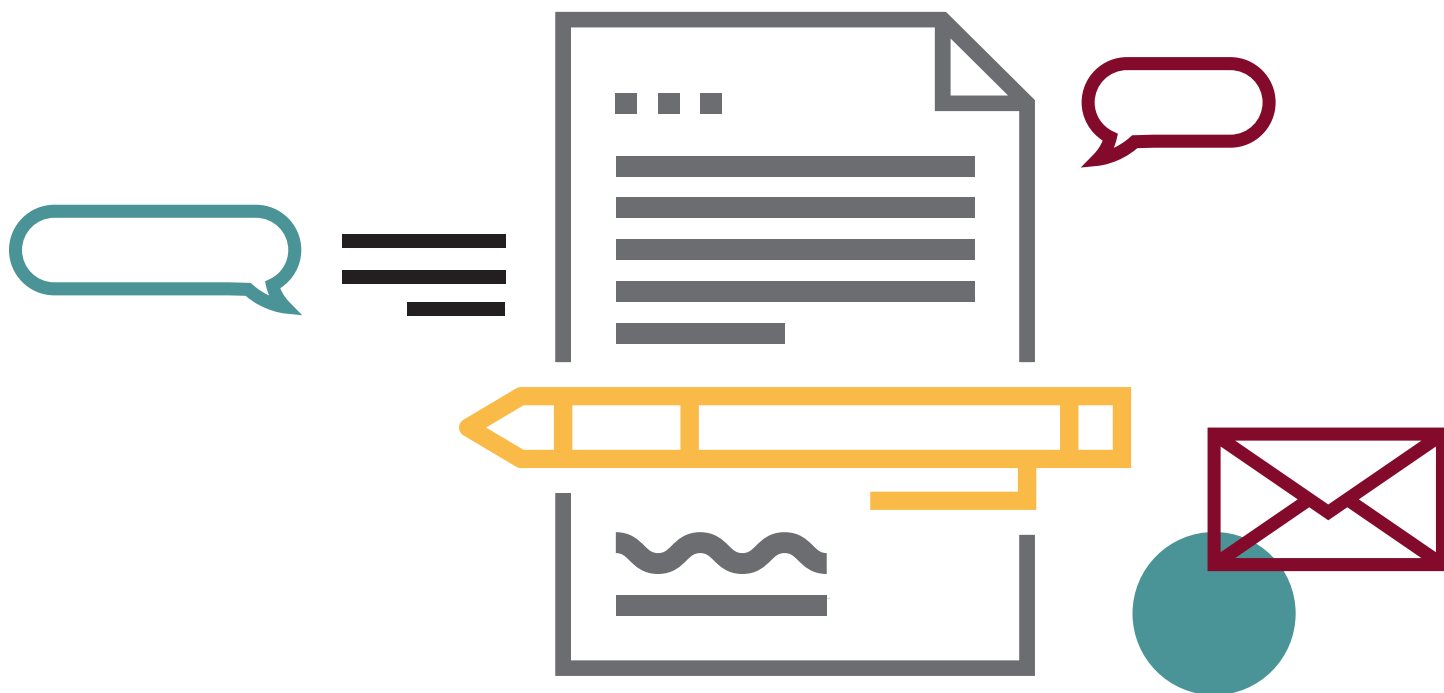


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SECTION 1

WHY GIFTS & REWARDS ARE IMPORTANT FOR YOUR BRAND

Running a successful business takes know-how. But we're not just talking business acumen here. Smart leaders understand that many intangible challenges exist when it comes to making effective decisions that will better your brand.

Knowing when, why, and how to invest in business gifts and rewards is a valuable tool for anyone managing a business, large or small. Here's why.

THEY NURTURE YOUR BUSINESS

Generally speaking, if you give meaningful gifts, you also enhance your reputation and keep your brand top of mind, regardless of whether you're sending gifts and rewards to your clients, customers, partners, or employees.

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- Clients will speak highly of your consideration and hold your brand in high esteem
 - Customers will be encouraged to continue giving you their business, resulting in more repeat revenue and better word-of-mouth advertising
 - Partners will feel valued, regarded, and confident in their partnership with you
 - Employees will be inspired to perform at their highest possible level
-



Few other investments give you such diverse and continued return. Thoughtful business gifts and rewards do more than deliver a message to your intended recipient, they also give you the opportunity to generate positive word-of-mouth marketing, increase awareness of your brand, improve productivity, and guarantee everyone deserving feels – and knows – they are recognized.

THEY AFFIRM RELATIONSHIPS AND BUILD NETWORKS

When you give a well-considered, meaningful gift or reward, your recipients can't help but feel recognized. Meaningful gifts and rewards express appreciation without pageantry or pomp. It's appreciative treatment that is all about them, but benefits you just the same.

By showing respect in this way, you show your clients, partners, and top performers that they've made the right decision in choosing - and continuing - to work with you. They will also think of you first and recommend you fast when relevant business opportunities arise.

THEY BRIDGE DISTANCE

Chances are your brand's reach extends beyond the city and state that your offices call home. Through remote employees, third-party vendors, out-of-town partnerships, or mail-order customers, business relationships these days are rarely confined to tidy geographic boundaries.

With increased distance comes increased difficulty in fostering trusted business relationships. Seeking out the preferences of your remote associates, then delivering an appropriate gift or reward bridges this divide. Deliberate, timely, and well-considered business gifting will strengthen your business relationships and cement your network.

THEY UPHOLD A PROUD TRADITION

Business gifting has been a standard practice for so long that tracing its origins has become a futile and unnecessary gesture. It's an inextricable custom of business culture, one you must engage in if you want your clients, partners, employees, and customers to take you seriously. Getting it right matters. Plus, your competitors participate in this practice, too. You give yourself an edge by choosing gifts that stand out from the crowd and create a genuine personal connection.



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SECTION 2

MAKING YOUR GIFTS & REWARDS MEANINGFUL

Business gifting isn't rocket science - but there are plenty of ways to get it wrong. So how can you be sure you're getting it right? Ask yourself these necessary questions before you commit to a gifting strategy.

IS YOUR GIFT OR REWARD APPROPRIATE?

Consider your reason for giving. Holidays are the perfect time to give a meaningful gift, but they're also a bit of a no-brainer.

Pay attention to your colleagues, employees, clients, partners, etc. Who among them is celebrating an important milestone, such as a work anniversary or perfect safety record? Such occasions give you the opportunity to step outside the norm and recognize achievements and benchmarks in a meaningful, impactful way.

IS YOUR GIFT OR REWARD ENGAGING?

Nothing is worse than a meaningless, generic gift. Mousepads may be practical, but they fail to send a significant message. Meaningful gifts draw in their recipients. They invite engagement. They don't just sit there.



Choose non-cash gifts and rewards that deliver an experience. Grill-ready gourmet steaks, concert tickets, cozy pajamas - these kinds of gifts create experiences. And great experiences lead to the meaningful memories you want associated with your business.

IS YOUR GIFT OR REWARD PERSONAL?

What's the difference between coming across kind and coming off kind of lousy? The answer is simple: Personalization. Including a custom message that directly addresses not only the occasion, but also your individual recipients, is a must.

Personal messages remind your recipients of their value and help reinforce a sense of belonging. Doubly so if your gift features brand signifiers such as a logo or company slogan. Extra details like these speak volumes.



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SECTION 3

NON-CASH VS. CASH GIFTS & REWARDS

We are in a period of transition. Cash-related gifts and rewards were once the norm, but have been consistently superseded by non-cash rewards for a number of reasons.

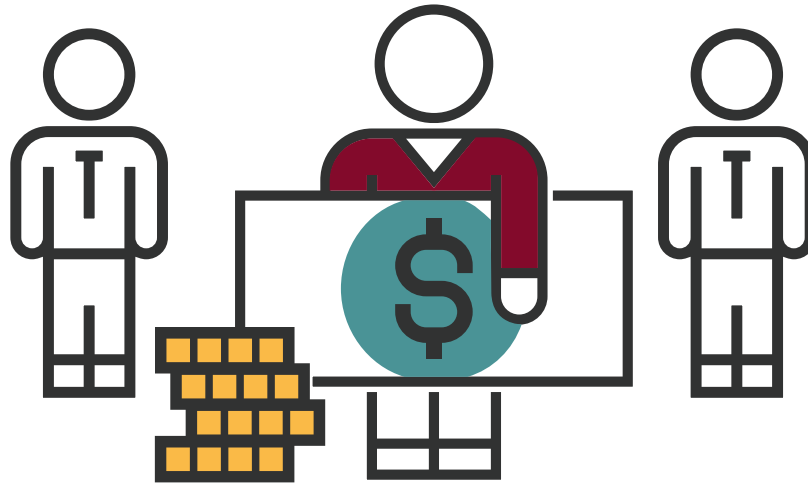


BENEFITS OF NON-CASH GIFTS & REWARDS

- **DATA DON'T LIE.** The upward trend away from cash gifts and rewards gives clear indication of their growing inefficacy. This trend's corollary - an upward trend toward experiential, non-cash gifts and rewards - indicates that these types of gifts and rewards are indeed the best bang for your buck in terms of effectively conveying recognition, brand-building, and motivation. What's more, as these trends continue, your recipients will be less and less impressed by stale cash rewards, which will increasingly be seen as impersonal, superficial offerings.
- **WITH NON-CASH REWARDS COMES TROPHY VALUE.** Spend cash, say goodbye. Not only to the cash, but to any chance of garnering positive word of mouth. Your recipients will feel proud of their association with a brand willing to give such thoughtful, unique gifts and rewards. The pride they feel will come back to you in the form of a lasting positive impression and continued association with your brand.
- **LUXURY ITEMS LIKE GOURMET FOOD, high-end sunglasses, or travel vouchers** are an indulgence. People often harbor some guilt about making experiential purchases like these for themselves, whereas receiving them in recognition of a job well done or a thank you will boost their personal esteem. And a gift or reward coming from you and your brand will make this boost of esteem all the more impactful.
- **DON'T UNDERESTIMATE THE BENEFIT OF PERCEIVED VALUE.** Often, if you've considerably chosen your gifts and rewards, your recipients will presume you've invested more than you actually did. This skewed value perception works in your favor. You spend less per gift, they receive a meaningful experience they will cherish, and consequently, associate with you and your brand.



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THE DOWNSIDES OF CASH GIFTS & REWARDS

- **EMPLOYEES MUST PAY TAXES ON ANY CASH REWARDS**, devaluing the gift itself. Employers can compensate for this loss in value by giving away more cash, though that increases the overall cost of the reward.
- **CASH FAILS TO REINFORCE BRAND LOYALTY** or increase brand awareness. Simple as that.
- **CASH REWARDS AND GIFTS CAN LEAD TO ENTITLEMENT**. Recipients of cash gifts and rewards may begin to expect and rely on receiving the monetary bump brought by your rewards at regular intervals. In effect, making your reward something closer to compensation - not a source of recognition or a tool for building your reputation.
- **CASH REWARDS DON'T DELIVER MEANINGFUL EXPERIENCES WITH A PERSONAL TOUCH**. Sure, your cash gift can buy an experience, assuming your recipient chooses to spend it on a gourmet meal or concert tickets. But beyond mere financial facilitation, that experience lacks any connection to you - the giver - ultimately negating the entire purpose of giving rewards or gifts in the first place.

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According to The Incentive Research Foundation 2018 Trends Study, “this [2018] is the fifth straight year the market has noted a 20-30% growth in experience-related [gifts and] rewards.”

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SECTION 4

HOW TO CHOOSE THE RIGHT GIFT OR REWARD FOR EVERYONE

GIVING MEANINGFUL GIFTS TO CLIENTS

Be in touch with your clients. Know them as personally as is appropriate. If you're unable to reach out yourself, talk to your salespeople. Chances are they have insight into your clients' habits and restrictions.

Keep your ear to the ground. Be sure to note important – personal – details about your clients (Are they sports fans? Music fans? Travelers? Carnivores?) will help you make an informed decision about what and when to send them gifts.

Don't restrict your gift to the holidays. Surprising them with a well-timed congratulatory gift, for example, will let them know they genuinely matter to you and strengthen your professional connection. As an added bonus, they'll think of you first when it's time to make a recommendation.

Make sure you acknowledge them at least once a year. Knowing your clients well will help you understand when it's appropriate to send a gift.

GIVING MEANINGFUL GIFTS TO EMPLOYEES

Here's a juicy little secret: Employees fully EXPECT you to give some kind of gift at least once a year. They presume you will mark the holiday season with a gift, if not a cash bonus. Doing so is good business practice, if maintaining high morale is a priority – and it should be.



But if you want to motivate your employee to really go above and beyond, consider defying these expectations just as heartily as you meet them. Knowing your employees is the key to doing this successfully.

Identify the various personality types within your workforce. Rising stars, old-guard experts, family-oriented folks, attention-seekers, etc... In addition to holiday gifts, tailor incentive programs that will provide rewards when these individual personalities achieve personal professional milestones.

Choose reward programs that are flexible and customizable. This is the easiest way to account for the many variables at play in your workforce. For instance, food gifts that allow your recipients to pick from a pre-selected array of options work very well. Such gifts deliver an experience that your recipient will enjoy and share with those in their life outside of work, plus the ability to choose the gift most appealing to them lends a level of engagement they will appreciate.

By showing your employees that you understand and truly value them through meaningful gifts and rewards, you guarantee they will stay motivated.



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“A general rule of thumb is to send gifts to the people who help make your company great... this includes clients, employees, and certain service providers.”

- Small Business Trends Magazine, 2015

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GIVING MEANINGFUL GIFTS TO *PARTNERS & SERVICE PROVIDERS*

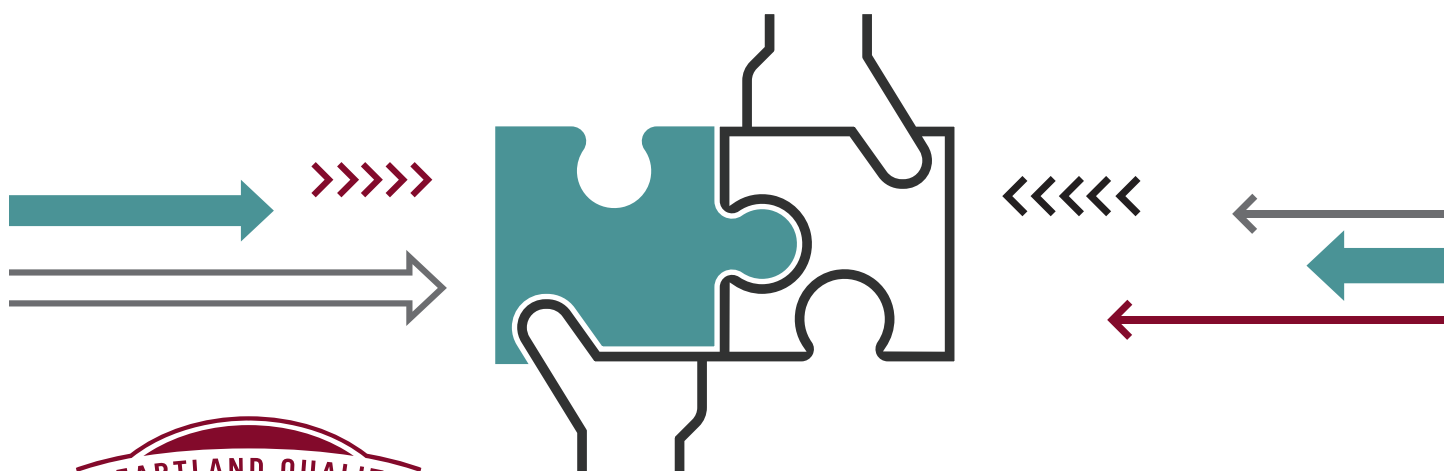
Gifting to your partners and service providers can be tricky. These are people who help your business run smoothly in a variety of ways, but aren't necessarily involved on a daily basis. Consultants, remote assistants, vendors, and the list goes on...

First and foremost, personalize your gifts. This will ensure your gift is recognizable as having come from your brand. Add your company logo, a prominent personal message – and most important, choose an appropriate, experiential gift.

Make sure you know any restrictions that may apply to your recipient. Some recipients may not legally be allowed to accept gifts of certain types of over specific monetary value. Do your research before selecting a gift.

Holidays are an obvious time to send partners and service providers gifts. Thank them for another great year of working together, or simply send your well wishes. But pay attention to your partners goings-on as best you can.

Sending a great gift at the right time, when a firm closes an incredible deal or to acknowledge a new product launch, etc., could be the deciding factor when it comes time to sign a new contract or make a referral. Don't miss an easy opportunity to bolster your professional relationship.



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EXAMPLES OF SUCCESSFUL GIFTS & REWARDS

CASE STUDY #1

When a national auto parts and accessories retailer with stores located throughout the country wanted to increase summer sales, they turned to Omaha Steaks Gift Cards to reward their customers. Our business gifting experts seamlessly handled all the details, including the fulfillments. **The promotion exceeded expectations, meeting 175% of the company's sales projection over a 4-week period.**

CASE STUDY #2

Every year since 2008, a well-known national financial services firm has sent over 400 Omaha Steaks gifts to both customers and brokers. Every order is personalized based on the division of the company sending the gift, each with a custom greeting printed on the shipping label.

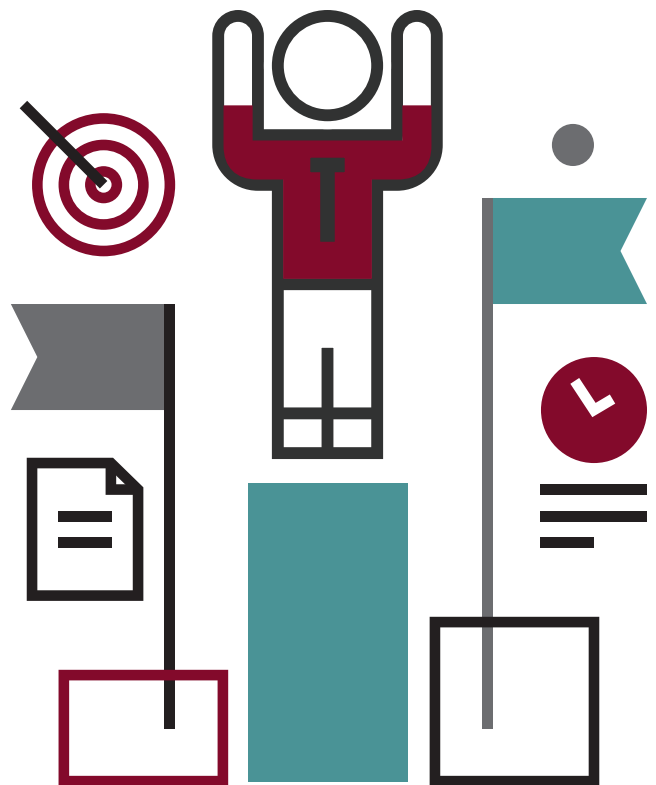
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“My clients appreciate Omaha Steaks SO much more than going out to dinner. A great, great gift!”

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CASE STUDY #3

When a national insurance company wanted to thank their top 500 performers, Omaha Steaks gifts and experience were a key component. During a reward trip at a southern resort, the company chose a custom certificate as a gift for each attendee. To create a truly gourmet event, the Omaha Steaks Experience was added. Omaha Steaks Executive Chef, along with a B2B expert, was on site to sample different steak cuts and educate attendees as they picked up their certificate.



SECTION 6

WHAT TO AVOID



- ❑ **DON'T FORGO RESEARCH** – knowing your recipients well will give you the insight you need to make the right gift choice AND allow for deeper personalization.
- ❑ **DON'T BE INSENSITIVE** – understand that not everyone celebrates the same holidays, and you are gifting to a variety of people with varying lifestyles. Take care not to ensnare yourself in an awkward situation by sending holiday-related gifts to those who don't celebrate – this will overshadow your good intentions.
- ❑ **DON'T LEAVE OUT ANYONE** – not every employee or partner is the same, nor do they celebrate or accept recognition the same way. That's the lay of the land, and there's no way around it. Make sure you take a thorough inventory of the who, the why, and the what behind your business gifting and rewards strategy to rest assured that you are recognizing all the appropriate members of your circle at the appropriate times.
- ❑ **DON'T SEND CHEAP, CHINTZY PROMOTIONAL ITEMS** – if giving to a large contingent of recipients, choose something universal like gift cards and include as personal a message as possible.
- ❑ **DON'T SPEND TOO MUCH** – inspect your budget and know your restrictions.
- ❑ **DON'T RE-GIFT** – self-evident? Maybe, but it is indeed a practice some businesses dabble in. If your recipients find out their gifts were originally intended for someone else, they will write off your gift, its intended meaning, and your brand – all without question.



SECTION 7

OMAHA STEAKS BUSINESS GIFTS & REWARDS

YOUR BRAND, YOUR WAY Custom gift options with co-branded messaging tailored to your needs.

EASY & BUDGET-FRIENDLY One-on-one service and gift plans with volume discounts – and shipping is FREE.

ONLY THE BEST Gift and reward experiences that will excite and impress your recipients. Guaranteed.

ABOUT OMAHA STEAKS Founded in 1917, Omaha Steaks is a fifth-generation, family-owned company that markets and distributes high-quality USDA-approved beef and other gourmet foods including seafood, pork, poultry, desserts and meat snacks.

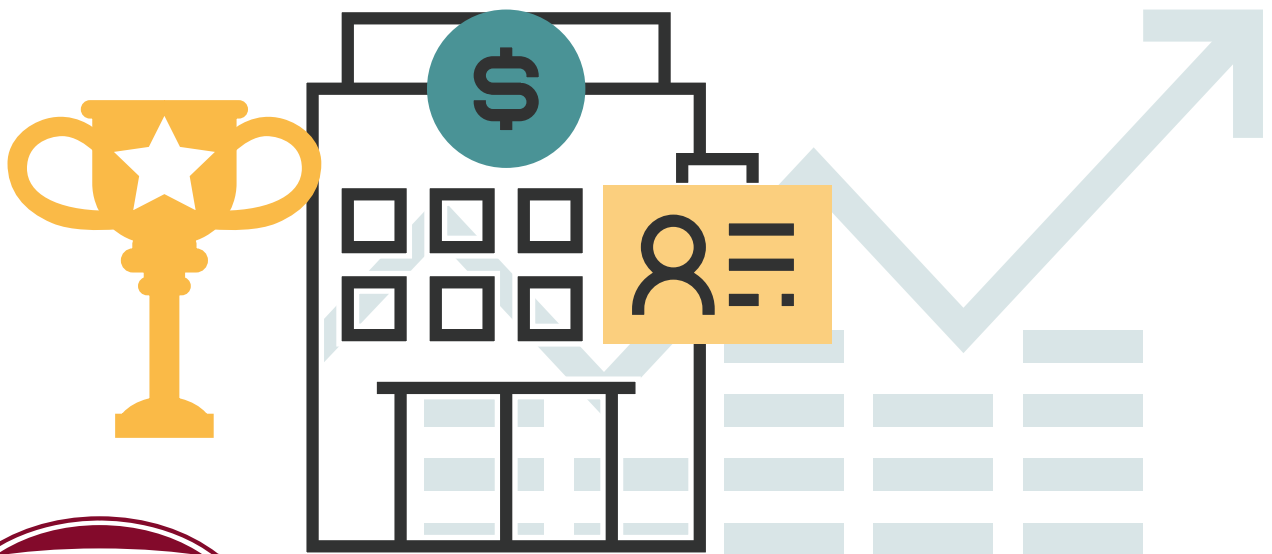
Omaha Steaks is also the premier source for distinctive experiential business gifts and incentives. Their specialized programs include direct shipments to individual recipients, bulk shipments for on-site events, and gourmet certificates which allow recipients to choose their gift.

INDUSTRIES WE SERVE

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HOME BUILDING

REAL ESTATE
HEALTHCARE
INSURANCE

MANUFACTURING
FINANCE
AND MANY MORE!



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