

TITLE: (Pick your favorite)

- 7 Things Business Gifters Get Wrong
- 7 Ways Not to Suck at Holiday Business Gifting
- 7 Reasons Your Holiday Gifting Isn't Working
- 7 Holiday Gifting Tactics That'll Make You Stick Out
- 7 Gifting Rules That'll Help You Own Your Competitors

I have built an entire business on strategic business gifting. People give me money to either (A) do all their gifting for them or (B) teach them how to have gifting super powers.

Of course business leaders aren't really craving the ability to send jaw-dropping gifts. Much like people who buy Teslas aren't buying a vehicle. They're buying a vision, the future, innovation, or status.

Strategic gifters (we call them 'Giftologists') are sending pathways to deeper relationships. They're sending appreciation, emotional impact, and building an unassailable personal brand. The outcomes of which are more business, more referrals, new introductions, quantum growth, and affair-proofing their relationships from wannabe competitors.

Here are seven rules that Giftologists play by during the holidays:

1. Don't even send a gift.

Emotional impact happens when you delight somebody. You delight people by surprising them. Nobody is surprised when you send them a gift around the holidays because, well, that's what everybody else does. Most business leaders are ABC gifters (Anniversary Birthdays and Christmas). Don't be 'most business leaders.' Send a handwritten note of appreciation instead.

2. If you are gifting, send it out early November and be first.

Success is zigging when everybody else zags. Nobody expects a holiday gift in November. This will prove your on-the-ballness and increase probability of actually being, ya know, remembered.

3. Include the family.

When I was breaking national records selling CUTCO cutlery, I had an attorney place an order for several hundred engraved paring knives: one for each of his clients' wives. Take care of the loved ones and you'll hold a special place in your VIP's heart.

4. Avoid consumables.

This includes food (people have allergies and their dietary habits change), technology (overdone), and gift cards (lazy).

5. Personalize it with their name.

When a gift is engraved or monogrammed, you're transforming it from a holiday present into an heirloom. Each gift you buy should be a practical, everyday thing that serves as a conversation starter. This is advertising money can't buy.

Do NOT brand it with your company logo. That's a one-way ticket into the trash can.

6. Go big with fewer people.

Instead of spending twenty bucks on ten people, spend a hundred dollars on two people. What should you buy? A practical luxury. Something they'll use frequently, is of the highest quality, and they'd never buy for themselves. We teach our students that it's better to gift a fifty dollar coffee mug than a two hundred dollar watch.

7. Hand deliver it. Include a heartfelt note (that you consider reading out loud).

The presentation is part of creating the gifting experience. This sounds cheesy. But try it once.

Make this your transition year away from 'same old holiday gifting.' Outwit, outstrategize, and outmaneuver your competitors by using the tips above. And make 2019 the year of building your most powerful, most prestigious relationships ever. It's not who you know. It's who you know that loves you.