

# 7 GIFTING TIPS



**Help your customers find the perfect gifts for their needs** using these tricks from John Ruhlin, founder and CEO of gift strategy firm Giftology.



## Think about how to improve home life

Consider items that improve people's daily routines like items to help people sleep or kitchen tools to help with home cooking.



## Think universally

Be careful to think about exceptions. Food or alcoholic beverages might seem like universal choices, but they may not be the best options for people who are on diets, have certain allergies or abstain from alcohol.



## Consider health and wellness products

With everyone being more health-conscious right now, health and wellness products are a great way for your clients to let people know that they care about their well-being.



## Double down on generosity

Gifts should convey thoughtfulness and thanks, so don't be afraid to suggest higher-priced items to your clients to really show their gratitude.



## Suggest home office items

Remote work will be more common than ever before, so think about items that can be used in home offices rather than in office buildings.



## Home deliveries are expected

People will continue to want items to be shipped to their home. It adds a human aspect to the gift, and it's practical because not everyone will return to the office.



## Make it personal

Suggest that your customers add the recipient's full name to the gift or their family name to a home item. Also have them include a handwritten thank-you note with the gift.

