



# How To Sell for Employee Appreciation Programs

---

Learn how to pitch branded gifts for celebrating work anniversaries, recognizing top performers and more, plus how effective they are for strengthening company culture and improving employee retention.



## Work Anniversaries

---



Work anniversaries provide a built-in opportunity for your customers to recognize employee loyalty on a regular basis. Practical, high-quality items make employees feel valued while reinforcing company pride. Let clients know you can create a company store for them that will allow employees to select their own company-branded anniversary gifts. Their staff will get swag that they actually want and will use.

### Production Recommendations:

- Certificates
- Drinkware
- Lunch bags
- Padfolios
- Polos

## Achievements & Awards

---

One of the best ways to motivate employees is with recognition awards and gifts that celebrate their accomplishments. Whether they've met sales goals, helped launch a new product or earned an "Employee of the Year" award, employees appreciate being recognized in front of the company and receiving high-quality branded items they can display afterward.

### Production Recommendations:

- Desk organizers
- Laptop bags
- Plaques
- Quarter-zips
- Trophies



## Employee Appreciation Events

Companies can show gratitude to their teams while also helping them recharge with special appreciation events hosted during the workday. Recommend your clients invest in wellness-related products that will reduce stress and make employees feel cared for. Branded items can be given out as gifts, giveaways or raffle prizes, depending on the event structure and budget.

### Production Recommendations:

- Aromatherapy products
- Back massagers
- Journals
- Stress relievers
- Water bottles



## End-of-Year Gifts

Q4 is a natural time for organizations to thank teams for hard work and contributions throughout the year. Recommend premium, comfort-focused products that employees can enjoy at home, creating a personal connection that extends beyond the workplace. By investing in premium end-of-year gifts, your clients will benefit from having employees come back after the holidays feeling motivated and ready to start the new year strong.

### Production Recommendations:

- Blankets
- Candles
- Food gifts
- Outerwear
- Wine sets

