

Corporate Gifts & Incentives:

Why Every Promo-Product Pro Should Be Entering This HOT Market

If you want to take your sales to the next level, you need to focus on selling corporate gifts and incentives. Why? Because this market generates \$90 billion in sales a year – that's 4x larger than the promo products industry! Think of it as adding another whole revenue stream to your business, one full of brand-name products that carry big profits.

Popular and Profitable

Whether a company likes to send high-end luggage to a top client or motivate a sales team with a brand-name TV, corporate gifts and incentives are extremely popular. In fact, 84% of all companies purchase corporate gifts and incentives for their employees, clients and partners, and non-cash rewards are used in every 3 out of 5 businesses.

You may be thinking only big companies purchase these items, but that's not true: Smaller businesses (with \$1-10m in annual revenue) make up 1/3 of the marketplace. That means your customers are likely already buying these items – and they should be buying them from you. Another appealing part of selling corporate gifts and incentives is that the profit margin is a healthy 35-37% on average.

Imagine what your bottom line would look like if 84% of your customers ordered these products from you!



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Encourage Recurring Sales with Programs

Obviously, corporate gift-giving occurs frequently around holidays, but there are plenty of other opportunities to cash in throughout the year on incentive products. You can sell more than a product – you can sell a program with built-in, ongoing sales opportunities! By presenting popular incentive programs containing a variety of products, you can generate consistent sales and help your customers achieve their own goals. The most common programs include:

**EMPLOYEE
SAFETY**

**SALES
INCENTIVES**

**EMPLOYEE
ACHIEVEMENT**

**CUSTOMER
LOYALTY**

**EMPLOYEE
WELLNESS**



Get Corporate Gifts & Incentives in One Place

You already have the ultimate promo products system at your fingertips – ESP®. Did you know you can add a Corporate Gifts & Incentives license? It will give you access to a broad selection of brand-name gifts in a wide range of prices and categories from premium incentive suppliers. ESP's add-on license offers brand-name merchandise from popular and recognized labels, including:

Coach
Whirlpool

Burberry
Movado

SONY
Ralph Lauren

Kitchen-Aid
And many more

One of the biggest differences from standard searching in ESP is that you don't have to order these items in bulk. You can order them one at a time, as needed, to satisfy customer demand.

The ESP Corporate Gifts and Incentives license is incorporated throughout the entire ESP system, meaning it integrates with presentations, CRM and Orders to keep all of your business operations streamlined.



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Need help getting started? Don't worry. We'll supply you with "how-to" materials and case studies to help you sell the most popular incentive programs to your customers.



Add a year-round revenue stream to your business with the affordable ESP Corporate Gifts & Incentives license.

**Call (800) 546-1350 today
and ask your account executive to tell you more!**