



End-of-Year Sales Made Easy: How To Take the Guesswork Out of Holiday Gifting

The secret to pitching the perfect gift and awards?
Letting recipients pick a gift of their choice.



Discover how two **turnkey gifting platforms** eliminate the stress of product selection and make it easier than ever to secure orders.



Gifts & Incentive Programs Made Easy

There are a lot of options out there to present to your clients for their gift and incentive needs. Instead of guessing what their target audience might like, you can present your clients either of these two **gift platforms that allow recipients to pick products they actually want** – ensuring items are **kept longer** and **deliver more impressions** over time. Here's how they work.

GIFT OF CHOICE®

Best for occasional gift programs (such as holiday gifts) or recurring milestone programs (such as years of service anniversaries).

Clients pick gift levels that fit their budget for each recipient. Recipients then redeem the gift they want from a curated collection within that designated gift tier.

CENTERPOINT

Best for flexible, ongoing recognition and incentive programs that reward multiple behaviors, achievements or milestones throughout the year.

Clients award points to recipients as they earn them, and recipients can redeem those points for merchandise whenever they pick.



Sales Opportunities Perfect for “Your Gift Is Your Choice” Gift Services

Whether your clients need **one-time gifts** or **ongoing incentive programs**, these solutions make it easy to deliver **premium, personalized rewards** that recipients will genuinely appreciate. Ask your clients about these **common business needs** and explain how you can set up more effective programs for them by allowing recipients to pick their own gifts.

Holiday Gifts

Make the end of each year even more special by allowing employees, customers or business associates to pick a gift they'll genuinely enjoy.

Years of Service/ Anniversary Programs

Reward team members for their dedicated service with gift selections that become unlocked at specific milestones.

Sales Incentive Programs

Motivate sales professionals with rewards they'll actually want, with points awarded based on the sales goals achieved.

Safety Recognition Programs

Encourage safe workplace behaviors by rewarding points upon compliance goals being met or celebrating lengths of time without any incidents.

Performance & Achievement Awards

Celebrate staff on a job well done with personalized gift options that can be redeemed upon meeting specific achievements.

Employee & Client Appreciation Gifts

Ensure employees and partners receive thoughtful gifts they'll truly enjoy by allowing them to pick premium items for themselves.

Loyalty Programs

Personalized gift experiences strengthen relationships with repeat customers and long-term members, while also providing another reason to stay loyal to your brand.

Wellness Initiatives

Support healthier lifestyles by rewarding participation in wellness challenges and fitness programs with items recipients can pick based on their specific interests.



Why You Should Sell These Programs Over Traditional Gifts

From **differentiating yourself from competitors** to **delivering more impactful solutions**, discover all the benefits that your business can achieve by offering flexible, “Gift of Choice®” type programs.

ELIMINATE THE GUESSWORK AROUND GIFT SALES

Instead of taking the risk on pitching products you think end-users will like, you can offer clients products they're guaranteed to want since they're picking them themselves.

IMPRESS WITH RECOGNIZABLE RETAIL FAVORITES

Stand out from competitors offering only standard promotional products by letting recipients pick from hundreds of premium, name-brand items seen in stores. That retail appeal means higher perceived value and a more impactful gifting experience.

Recipients can pick from today's top brands and latest models, including but not limited to:

DELIVER MORE PERSONALIZED GIFTING EXPERIENCES

Branded products are kept longer the more they align with their recipients' likes and interests. By allowing end-users to pick their own items, you'll provide clients with more successful gifting programs that deliver more impressions over time than "one-size-fits-all" solutions could achieve.

MAKE PREMIUM PRODUCTS PART OF YOUR PORTFOLIO

If you haven't sold high-end, retail-quality items before, this is an easy way to add it to your wheelhouse – no experience required. You don't need to be a sales expert on each individual item, as recipients will be empowered to browse and pick them for themselves.

ENJOY TURNKEY, EASY-TO-SET-UP PROGRAMS

These ready-to-launch programs require no heavy lifting on your part. From branded redemption websites and recipient communications to fulfillment and shipping, every detail is handled for you, making implementation quick and effortless.

SELL ONCE, GET CONTINUOUS RECURRING ORDERS

Because of the ongoing nature of gift programs, one successful sale can lead to recurring business for years to come. That means you'll continue generating revenue without having to start from scratch each time.

SCALABLE FOR ORGANIZATIONS OF ANY SIZE

With premium items available at all price points, there's a gifting solution perfect for your client's business and budget. That flexibility also means programs can adapt to changing needs over time, from small businesses to large enterprises.

GET SALES ASSISTANCE FROM THE EXPERTS

New to selling these kinds of programs and not sure where to begin? Not a problem - Certif-A-Gift is here to help. They're happy to meet with your clients with you to explain the programs and their functionalities, so you're never in it alone. And with over 70 years of experience to rely on, you can trust you'll be in good hands.

Certif-A-Gift, asi/44500

To learn more, visit [this supplier on ESP+](#) or call (800) 545-5156.



BBB Rating:
A+
As of 5/12/2025

