

SEVEN IDEAS FOR YOUR COMPANY FOR THE HOLIDAYS

CELEBRATE THE HOLIDAYS WITH A SPIRIT OF GRATITUDE AND CELEBRATION. WE HAVE TAILORED THESE IDEAS FOR COMPANIES WITH A TEAM WHO ARE SELLING ONLINE. PICK ONE OR TWO TO TRY OUT AND MAKE THIS SEASON EXTRA SPECIAL.

1

Make donation to your favorite charity in honor of your clients: Don't do it for marketing reasons. Do it because you want to. Feel free to share this with your clients though. Set an example of generosity.

2

Company service project: Plan a service project for your team. The possibilities here are endless - You could serve a meal to the homeless, volunteer to sort food for your local food pantry effort, or have a food drive at the office. This is a great way to support team building in your office. Maybe November and December are too busy in your office to pull this off. Then plan it for January.

3

Share how your company is celebrating the holidays: People buy from people... share pictures on your Facebook page of your team celebrating the holidays in various ways in the office.

4

Offer a gift with purchase: Allow your clients to get in on the celebrations. Consider offering a bonus gift with a purchase. To be clear, this one isn't just a kind thing to do, this could actually grow your revenue. Even for B2B!

5

Do something to bring a smile: Include something extra with your shipments that your customers don't even expect... maybe it is a picture of your team that is signed. Maybe it is a small gift. Maybe it is a card sharing about the donation you made in their honor.

6

Thank You's: Consider how you can instill a practice of gratitude in the office. Create a ritual where your team is writing each other thank you's for the month. Or maybe within a daily, weekly or monthly team meeting you go around the room and everyone names something they are thankful for that month. At Brilliance, we have been doing this in our daily huddles for the month of November and it has been fun.

7

Have a Potluck Meal with a White Elephant Gift Exchange: We do this at our company, and everyone enjoys it. We typically plan ours for January just because things are a little calmer then.