



The CONNECTION™

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Holiday Gifts or Not?

Many companies and sales professionals like to provide gifts or other considerations to their clients at this time of year. However, this display of generosity might backfire. Here's why:

In the United States, more and more companies are implementing strict rules about the types of gifts employees can accept from those soliciting their business. While a \$10 Starbucks card seems unlikely to bribe anyone, it might violate a company's policy and put your contact in an uncomfortable position.

Before sending out anything of monetary value, check with your contact to see if a small gesture of goodwill will violate any of their company policies.

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