

# B2B Gifting

## How to Give - Successfully

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# B2B Gifting: What is the Point?

- ❖ It is an opportunity to “Touch” your customer. (And yes – your referring providers are your customers too!)
- ❖ Include the Employees – Both Yours & Theirs
- ❖ We all appreciate a sincere “thank you” from time-to-time.

# B2B Gifting: Why “Touch” Customers

- ❖ Touching Customers Provides us the Opportunity to:
  - ❖ Say Thank You
  - ❖ Open Dialog
  - ❖ Remind Them We are Ready to Serve

# B2B Gifting : Who Do I Give To?

- ❖ Current Customers
- ❖ Former Customers
- ❖ New Kids to Town
- ❖ Anyone You Wish Was Your Customer

# B2B Gifting : What Do I Give?

- ❖ Start Small With Cards
  - ❖ Provider or Team Photo on the Outside!
- ❖ Something Related to Your Specialty
- ❖ Hold a Staff Contest
- ❖ Gifts Don't Have to All Be the Same
- ❖ Make it Memorable – Something that Stays Out & Visible

# B2B Gifting : Budget Basics

- ❖ Do the ROI on 1 New Patient for Every 10-20 Gifts.
- ❖ Measure The Results
- ❖ Again – You Can Start Small

# B2B Gifting : Why Am I Giving?

## ❖ To Say

- ❖ Thank YOU
- ❖ I Remember You
- ❖ I Appreciate You
- ❖ I Want You Back
- ❖ I'd Like to Meet You
- ❖ It's Me – Please Remember Me

# B2B Gifting: When To Give

- ❖ Winter Holidays
- ❖ Specialty Month
- ❖ Something Quirky
  - ❖ Thanksgiving Thankful
  - ❖ Valentines for OBGYN's
  - ❖ October for Cancer Doctors



# B2B Gifting : Finding Data & Time

- ❖ Leverage Your Billing System
  - ❖ Report by Group and Revenue
  - ❖ Compare Prior Years
- ❖ Drop Ship Services – Direct to Recipient
- ❖ Outsource Project

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