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## ***What Should I Put In Your Stocking?***

What do you send or give your good business customers for the Holidays? We sat around the table the other day discussing just this. I'll change the names to protect the guilty. Peter just wanted to send out a Christmas e-card. One and done, no muss no fuss. Also no "up close and personal" contact with businesses who give you money every year. Michael suggested the traditional nice Christmas card with something hand written inside, and our logo on the outside of course. James thought we could take a bottle of wine around to our good customers and then send an e-card to all our customers.

Let's be realistic though. Where do you draw the line to determine who gets a bottle of wine and who gets movie tickets and who gets an e-card and who gets a personalized Christmas card? Do you base it on how much they spend with you? How long they have been a customer? On future business? Whew, so many choices. The truth is, you do it on a case-by-case basis. Not all customers are created equal. You know what we did? We got Holiday cards from a local charity that our CEO supports, and had our Account Executives pick their two "favorite" customers for a bottle of wine. I didn't ask...and I don't want to know!!

