

## Gift Masters



Replay



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# The ultimate corporate gifting playbook for hitting your sales quota

Corporate gifting isn't just a nice gesture—it's a strategic tool that helps build authentic connections and accelerate sales cycles. In fact, 90% of revenue leaders see better response rates and faster deal velocity when gifting is done intentionally.

We spoke with experts Isa Sher, Sales Manager at Cognism, Jack Neicho, Mid-Market Account Executive at Verkada, and Amanda Bagley, Account Executive at Sequel.io, who shared their top gifting strategies for sales success. This playbook offers actionable steps and proven gifting plays to help you close deals faster and hit your quotas with ease.

Ready to elevate your sales outreach? Dive in and take your gifting strategy to the next level! Or catch up with the latest Gift Masters episode below.

[Replay Gift Masters](#)

### What's inside:



**Steps to running effective gifting campaigns:** Proven strategies, curated by our sales and account executive experts, to help you drive sales and build meaningful relationships.



**Gifting plays to inspire you:** 4 powerful gifting strategies designed to accelerate deals and boost sales growth—ready for you to implement right now.



## 6 steps to running effective sales-driven gifting campaigns

Corporate gifting isn't just about the gifts themselves—it's about using them strategically to achieve your sales goals. Here's how you can run gifting campaigns that drive results:



### 1. Set clear objectives

Define the purpose of your gifting campaign. Whether it's re-engaging dormant prospects, celebrating a deal milestone, or driving referrals, make sure your goals are specific and measurable.



### 2. Segment your audience

Tailor your gifting approach based on the recipient's persona—whether they're executives, mid-level managers, or decision-makers at various stages of the buying journey. Understanding your audience allows for more personalized and impactful gifting.



### 3. Personalize your messaging

A personalized note is essential. Tie the gift to the recipient's specific needs, challenges, or journey with your company. This thoughtful approach makes the gift feel meaningful, not transactional.



### 4. Track your prospects' milestones

Use intent data to identify key milestones in your prospects' buying journey, such as product interest or purchasing signals. Additionally, track personal milestones like promotions or job changes, which can offer opportunities for timely and relevant gifting. This dual approach helps ensure your gifts are personalized, increasing engagement and conversion at both a professional and personal level.



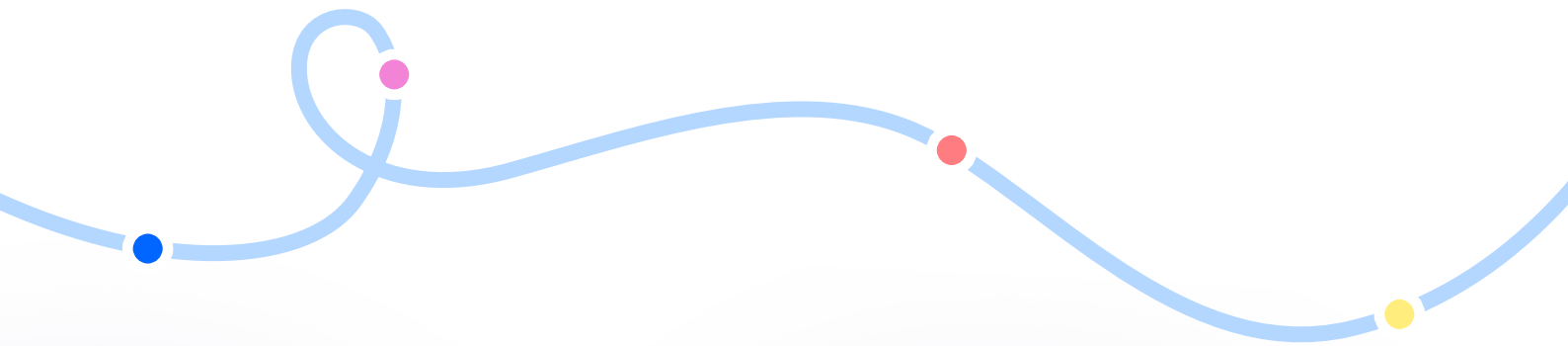
## 5. Integrate with your CRM

Platforms like [Reachdesk](#) allow you to seamlessly track gift deliveries and engagement. Integration with your CRM ensures that gifting aligns with your sales pipeline, making sure the right gifts reach the right people at the right time.



## 6. Measure success

Track key performance indicators (KPIs) such as meeting bookings, response rates, and deal velocity. Use these insights to refine your approach and optimize future gifting campaigns for even greater success.





## 4 strategic gifting plays to accelerate deals and drive sales growth

Now, let's turn these tips into action! Here are 4 powerful gifting strategies to boost engagement, strengthen relationships, and help you hit your sales quota!

### 1. Build trust by sending thoughtful gifts early in the sales cycle

**Objective:** Establish rapport and trust with prospects from the start.

**How to run it:**

- ✓ **Identify opportunities:** Use tools like LinkedIn Sales Navigator or intent data platforms like Champify to research key milestones, interests, or achievements of your prospects.
- ✓ **Send an introductory gift:** Use platforms like Reachdesk to select and send personalized gifts such as a coffee bundle, accompanied by a thoughtful message like: "Excited to kick off our conversation with this little pick-me-up!"
- ✓ **Follow up strategically:** Track gift delivery and engagement via tools like Reachdesk and Salesforce to time your follow-up effectively and keep the conversation going.

### 2. Win back cold prospects

**Objective:** Reignite stalled deals and dormant conversations.

**How to run it:**

- ✓ **Segment your audience:** Use intent data tools or your CRM to pinpoint cold leads or prospects who have gone silent. Prioritize those who have shown previous interest.
- ✓ **Send a re-engagement gift:** Opt for something clever, like a tea set, with messaging like: "Let's steep things up again and get back to brewing great ideas together!"
- ✓ **Prompt action:** Include a clear CTA encouraging them to book a meeting or respond to your outreach. Make it easy by including a link to your calendar for better engagement.

### 3. Celebrate deal milestones

**Objective:** Recognize key moments in the sales journey to maintain momentum.

**How to run it:**

- ✔ **Mark the occasion:** After a significant milestone—like agreeing to terms or closing a deal—send a celebratory gift, such as a personalized gift box or luxury treats.
- ✔ **Make it memorable: Include a note like:** “Cheers to a successful partnership! We’re excited for what’s ahead.”
- ✔ **Encourage next steps:** Use this moment to outline exciting follow-ups or reinforce the value of your collaboration by sharing data, interesting content and more.

### 4. Engage high-value prospects

**Objective:** Stand out with VIP gifting for critical deals.

**How to run it:**

- ✔ **Prioritize high-value targets:** Use account scoring tools like Demandbase or 6sense to identify accounts with high conversion potential.
- ✔ **Send premium gifts:** Choose high-impact items, such as exclusive experiences, branded tech, or luxury gifts tailored to their preferences.
- ✔ **Personalize every step:** Include messaging that emphasizes their importance, e.g., “Your success is our priority—this is just a small token of how much we value your partnership.” CRM platforms like Salesforce can help ensure every touchpoint reflects their unique needs.

# Hit your sales targets with thoughtful gifting that drives results

By integrating gifting into your sales process, you'll stand out, build trust, and accelerate deal cycles. Ready to take your gifting efforts further?

Catch up on all the expert tips by watching the latest [Gift Masters episode here](#) or book a [demo with Reachdesk](#) to see how gifting can enhance your customer success goals

## Want to dive deeper? Check out our resources:



**Blog:** [10 ways to use gifting and direct mail for customer engagement](#)



**Gifting Guide:** [Kickstart 2025 with our Q1 Gifting Guide!](#)



**Ebook:** [The sales development gifting playbook](#)

## Gift Masters



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