



# Products by Persona: How to Sell Gift Sets for Every End-User

**Pitching perfect holiday gifts starts with understanding your end-users.** Learn from these customer personas which products to pitch for effective incentives this holiday season.

From Gen Z students to C-Suite executives, we've got you covered with promotional gift sets that impress.



## Persona: The Bigwig

When it comes to upper-level executives in Corporate America, high-end holiday gifts are a **must**. Whether your clients are rewarding their C-Suite staff, top-performing salespeople or showing their appreciation for large client accounts, they'll want promos that appear to have a hefty price tag. But don't worry – **top-quality promos don't have to break the bank**. Steer them in the direction of sophisticated incentives, such as wine and cheese gift sets or metal office accessories. These impressive promos will show end-users they're valued and worth spending big bucks on, even if your clients didn't have to.

Looking for that perfect promo finishing touch? **Laser engraving** is an excellent addition that will show recipients their presents are personalized just for them – plus the upsell profits don't hurt either.

## Products:



### **4-pc. Leatherette Wine Case (KG0009)**

This elegant gift set includes a wine ring, stainless-steel corkscrew and foil cutter, aerator and stopper, giving corporate executives everything they need to pop open a bottle of vino.



### **Gourmet Wood Cheese Set (KG0015)**

Featuring four stainless-steel cheese knives with eco-friendly bamboo handles, corporate recipients will be sure to keep this gift set in their kitchens for years to come.





### **Executive Pen & Pencil Set (KM20016PAR)**

Choose a duo of a charcoal, black or silver ballpoint pen and mechanical pencil for C-Suite execs to use in their office next year.



## Persona: The Student

Get ready to score high marks on your end-of-year sales presentations. Clients like universities, high schools and educational organizations need promos that students will appreciate. Generic giveaways just won't cut it – **ensure your clients are remembered by providing promos students can actually use** and that will make their lives easier, like high-quality laptop backpacks, headphones and writing accessories. **Remember: student life is hard and often expensive;** anything your clients can provide for free will go a long way in showing how much they care.

Boost your bottom line with **product bundles**. Your clients can fill branded backpacks with other school-approved accessories, like highlighters, calculators or padfolios to provide even more holiday joy to hardworking scholars – and even more impressions.

## Products:



### 15.6" Laptop Backpack (KB9005)

These tech wearables feature padded compartments to keep laptops safe, plus their trendy retail look will appeal to students of all ages.





### **Bluetooth Wireless Earbuds (KT3001)**

Perfect for plugging in, tuning out and getting some homework done, these study essentials will be appreciated by end-users this holiday season and beyond.



### **Aluminum Pen & Pencil Set (KM10001PAR)**

Choose from red, blue, black, green and silver to match your clients' school colors and make the imprint pop.



## Persona: The Fitness Fan

If your client's audience loves exercise (think local gyms, school sports programs, community running clubs), they'll want promos that go hand-in-hand with an active lifestyle. Don't think this has to mean gym equipment; **popular promos like bags and headphones will be appreciated.** Exercise enthusiasts likely already have the basics they need to break a sweat, so give them luxury good they'll love using but may not want to buy themselves. By providing something of value that aligns with their lifestyles, you can provide impressions long past the holiday season.

When it comes to wearables, think **waterproof**. You never know when a sudden rainstorm or snowfall will strike: Water-resistant accessories will keep end-users' cellphones and credit cards safe.

## Products:





### **Premium 20L Waterproof Sports Bag (KB9018)**

This waterproof sports bag is perfect for exercise enthusiasts in every season, as its waterproof exterior will keep their belongings safe from rain or snow.



### **Bluetooth Wireless Sport Headphones (KT3005)**

Featuring ergonomic modern design, soft external ear hooks and comfortable ear tips, these wireless headphones will keep athletes unrestricted while they break a sweat.





### **Waterproof Cellphone Pouch With Lanyard (KB9001)**

Not only will this waterproof pouch protect smartphones, they're also excellent for storing important documents, cards and cash or keys during outdoor activities, rain or shine.



## Persona: The Tech-Obsessed

In a recent holiday shopping survey, Tech.co found that **68% of holiday shoppers planned to buy tech gifts**, and that number is likely to increase each year. Tech promos are super popular for holiday gifts, and your clients can capitalize on the craze for their end-of-year incentives. **Everyone uses tech, so mass appeal is built in**, but you can speak to tech-savvy audiences even more with cutting-edge incentives, like wireless chargers or laptop backpacks. Don't be afraid to pitch innovative products. It will show your clients you're on top of the latest innovations, positioning you as an of-the-moment promo provider.

Advantages' September 2019 issue **listed tech promos as the #1 gift trend this holiday season**, citing headphones and power banks as top products to pitch. Try giving your clients an assortment of tech accessories to choose from to guarantee you find the right item for their needs.

### Products:



#### **15.6" Laptop Backpack (KB9012)**

This wearable tech accessory will appeal to all demographics, even if end-users aren't tech whizzes. After all, everyone could use a backpack – why not give them one with your client's brand on it?





### **Ultra-Slim Wireless Charger (KT2505)**

This sleek and stylish wireless charger will juice up the latest smartphones super fast, using the most advanced high-speed charging technology and protection systems.



### **Wireless Bluetooth Portable Speaker (KT3601)**

Help end-users take their favorite tunes – and your client's brand – on the go with this compact and cutting-edge portable speaker.

**KLM Promo Products, asi/65216**

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