



# How to Capture Corporate America's Gift Food Business all Year Round

Presented by Tom Catanese, CEO, ThomasCatanese.Com / E-Mail, tccat523@aol.com

This is Mr. Catanese's 86th National Gift Basket Sales and Marketing Seminar since 1977

Greetings and Welcome and thank you for taking the time to attend today's presentation

10: 00 AM to 10: 30 AM Pre-Seminar Photo Session, we invite you take photos of all the Gifts on display!

Arrive early as there is limited seating! Symposium to start at 10:30 AM Welcoming Comments/Opening Stories

Before we begin we need to acknowledge a number of People who made this visit possible! We also have a few Awards to give out to VIP Retailers here in the Audience! Free Video Raffle for all attendees! Get your Business Cards out and ready! I have a special request that I need you to help me with concerning my Vanity! Did you bring a lot of Business Cards with you today? Meet your neighbor! Exchange 5 Business Cards! Now that you know these people you might want to form a Business Club!

**Trade Secret #1** - You need to form a small Basket Education Society of 5 non-competitive retailers who live outside your Market area! You need to get together once a month to share profitable information and support each other!

## WHY ARE WE HERE TODAY?

You may believe that you're in the Gift Giving Business but you're in the Profit Business!

There are Three Reasons why we are here today! 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Trade Secret #2** - How do you figure your time in the cost of doing Business? What is your Time Worth? I have the answer for you! Faith - Love - Trust! These are three Life Time building blocks! Let's talk about TRUST!

We are all selling something to enhance our 401K's. I'm here to tell you just how GOOD you are! I'm here to tell you that you make people Happy everyday! When they receive a Gift from your Shop, they SMILE!..... This is for ME, REALLY!!!!!!!!!!!!!!

In most cases what you deliver everyday is Happiness! But you take that for granted; please, don't do that because it is a very important value for the Universe and You!

I'm here to tell you to Re-Invent yourself and Re-Invent your Business because many Mail Order Companies are out there stealing your lunch. All the Big Mail Order companies like Harry and David, Godiva, Mrs. Fields Cookies and 1-800-Flowers are taking your customer's money and banking it in Medford, OR and elsewhere!

Does that not make you MAD? It should! How are you defending yourself from these Pirates of direct mail and the Internet!

**Trade Secret #3** - You must Re-New, Re-Think, Re-Make, Re-Design, Re-Create the New You!

Times are changing, if you don't change what you are doing, then change will force you to Change!

Go back to your High School Year Book - in the back are the ads; count how many companies are gone!

Back in the 50's the only Gift Baskets that were sold were Fruit Baskets! Then the Fancy Food and Confection Industry exploded with many new products! IF you are not computer educated the you had better do so for the Future of all Business is on the Internet Changing Times Story, Drug Store / Is your Store changing with the New Trends and is it looking ahead for what is next?

**Trade Secret #4** - Do you have a 5 Year Sales Plan? Do you have a 10 Year Sales Plan?

You must be a Success or you would not be here today! You must be selling Quality because Quality never goes out of Style!

Just look at the National Brand names that cater to the Rich and Famous! St. Francis of a Gucci, Madame Chanel, Queen of Fragrances and I could go on and on! 75% of your business is from single customer sales! But where is the Big Money? The Big Money is with the Corporate Order! First, they pay better, normally they buy more. Many have a Corporate Secretary who buys for the Company President, and then there is the Employee Cheer Club for the larger corporations!

If you are looking for NEW Business that the Supermarkets can't get a hold on, it is the corporate client, the Commercial, Residential & Industrial Real Estate, Construction, Banking, Auto Dealerships and Investment Brokers!

You are already selling these companies! But are you targeting New Corporate Sales?

When was the last time that you made a Business Plan for your Shop?

Tom, I've been in Business for over 25 years you say, I don't need a Business Plan, it's all in my Brain!

What does Corporate America want from you?

1. They want a \$99 Gift that costs them \$39.50. They want it Big and they want it Wide!
2. They want to see a Professional Person in Business Professional Dress and Professional Presentation of your Products!
3. Services and Products in Print and on the Web!
4. When meeting a new Customer look like a Movie Star, dressed to the nine's! People are sizing you up at first sight! You never get a second chance to make a first good impression! Why did I dress up today? Because the Eyes of the World are always looking at you and judging you by what you wear and what you say and what you think! We have never met before and I wanted to make a good impression on you, did I succeed?
5. They want to know that you can handle all their business around the World!
6. They want to know that your Shop is up to their Level of Quality!
7. They want to see what they are buying because they don't TRUST you!
8. They want to know if your company can deliver the Goods and on Time!
9. They want to know that you sell National Name Brand products in your Baskets and Creations!
10. They want a professional phone script of the products you sell from your Employees!
11. They don't want yesterday's Gift Basket, they want Tomorrow's Gift Basket! She is a 30's something young woman!
12. They want to see an internet website! Online ordering, that shows them what you sell and what you can deliver today!

## **Before we discuss going after New VIP accounts what do you do for your current Top 100 VIP Customers?**

**Trade Secret #5** - Here is a great way to keep your VIP's happy! Off season send your VIP a coupon for a \$50 Gift Value that they can use sometime in the future. Take them to lunch, if possible! Do something that shows that you care about their business! If you take care of your Current VIP Customer List no one can steal them a way from you!

If you want to get a mailing list or an E-Mail list of your community or your zip code, go to [www.USAINFO.com](http://www.USAINFO.com) and you can get whatever you need in mailing label format! If you can't afford that, then simply go to your yellow pages and start your own mailing list right from there.

**Trade Secret #6** - Here is a Great Trade Secret that you should be using!

How can you get into the Front Door of the Corporation?

1. First make a hit list of the top 100 Corporations that you want to target!
2. Call the company and tell them that you had a very nice phone experience with a sales agent! You really want the President's assistant's name she is the Gate Keeper for him! She makes the Choice's when it comes to selecting a Florist!
3. Find out what the President's favorite Charity is! Send off a letter and volunteer your services You don't have to give it all away. Here is how to do it!
4. If you get on the Charity Committee as the Cheer Basket Raffle Chairperson I guarantee you that you will meet every mover and shaker in that group that he plays Golf with! You want to attend the Event so you can help sell Raffle Tickets and claim credits for the Great Baskets on the Display table and hand out Business Cards! Plus you want your name in the Event Book!

**Trade Secret #7** - What is *the* most important thing that you must get when you meet someone new for the first

**time?** Their E-Mail address so that you can send them not spam but Gift update tips; and next, his wife's Birthday and Anniversary dates! He will not object to that reminder E-Mail!

What is the Biggest Pain in the neck that you receive every week?

The next time you receive a phone call from someone asking for a donation, here is what you should do!

**What's the Newest Trend?**

What is the Next Gift Food trend you should be aware of before your Competition?

The National Sports industry creates 50 Billion dollars a year! Licensed products create 2 Billion Dollars in Sales!

And you can get your share now by creating National League Licensed Sports Gifts for the following leagues!

Is the NFL, NBA, MLB, NHL, NASCAR, PGA Golf in your future? Is your Competition here at this Seminar?

You can sell these Gifts to your Corporate customers now before your competition finds out what your doing!

The Corporate Male Sports Person / National Licensed Sports Products

90 % of all Corporate men play Golf, watch Football, Baseball, Basketball, Hockey and NASCAR races and PGA Golf. With this concept you have a 365 day Gift Giving plan for the corporate trade! This concept is not brand new. Yes, these Gifts have been made before but when you purchase them at retail, you can't sell a \$75 basket that's only 12" high. Licensed Sports products carry a League Licensing Fee that is added to the price of the product, and it jacks up the cost of the price!

If you want more info on the sources, please leave me your card after the seminar and I will call you with that info!

**Trade Secret #8** - What's Legal? and What's Illegal?

When you purchase a licensed product from the source and pay the fee, you can re-sell it for whatever the market will bear! You can not copy that product, photo, logo, or any print. But you can re-sell everything that you purchase and use in the Gift! Here you can see that I have used Team Year Book pictures to cover the Boxes! All of the Gifts you see here are Fancy Foods that I have covered over with the picture of the players and the Logo's and the Team stadiums! If you purchased a Baseball Sporting Magazine you can cut the pages out of the magazine and sell them to your customers in the same way that you sell them other products off the shelf!

**Trade Secret #9** - Product Integrity Gift! People base their buying on what they can see!

Vanity always drive the Sale Higher, Brand products always drive the Sale higher! What do I mean?

What kind of car do you drive? Why are you not driving a VW Beetle and saving on Gas? It's because of Vanity! Yes Vanity!

You can afford to drive the car you drive today and that's why you drive it! It is the same with Gift Giving!

Let's discuss the Gifts on Display!

The Rocky Gift. for Sly Stallone, \$1000. The concept here is simple - all the photos are Video Box covers!

The Oprah Gift for Oprah Winfrey \$1000. The same with this Gift also. These are all photos from Oprah's Magazine that she sells to you. You then sell the photos to your Customer! The Guardian Angel Gift. This Person saved your life in a Car accident! They pulled you from the Car! The Dealership Gift Basket, I used the Dealership's Catalog! The Real Estate Gift Basket, I used the Builder's Catalog from the Display Home! The Banker's Gift, it's all Chocolate wrapped in the copied \$100 bills!

The Investment Gift - it's all wrapped in the Wall Street Journal with Chocolate Gold Coins!

Shrink Film Vs Cello - It is your choice! 11th Commandment, the 12 th Commandment! Three Golden Rules of Finance that all Business College graduates learn! The 13th Commandment!

Everyday you write the Book of your Life! Every letter is a second; every word is a minute, every line an hour

every day is a page, every year a Chapter in your lifetime! And every day you get a new chance to re-write the Book of your Life!

**Let's review all the information that I have just presented you with today!**

**Re-Invent yourself!**

**Make a Business Plan every year!**

**Go after the Corporations because the Super Markets can't do that! Here is where you can beat them!!!**

**We are all running the Human Race and we are doing it at LIGHT SPEED, while balancing on one foot! Time is one of your most valuable assets! But you can't make it! You can't save it! All you can do is to fill it with the times of your Life, that's all you can do! So do the BEST you can! Did you know that you are a Great Value to the universe, you are here for a Good Reason? We take for granted what we do every day but what you do is make People Happy!**

**You are much more creative than most people  
so show the World what you can do!**

*What would you do if you knew that you would not fail?*

**What value have you placed on your Life? You are all Millionaires you just don't know it! You're worth \$100,000.000. Would you say that your Ears, Eyes and your arms and legs worth \$25,000,000? Is your Body worth \$25,000,000.? How about your Heart and Spirit, is it worth \$25,000,000.? And how about you're SOUL? Is that worth \$25,000.000. dollar's? That totals up to \$100,000,000. dollars. So you see you have been under paying your self all this years!**

**Sir Winston Never gave up!**

**The Genie in the Bottle**

**Thank you for your time, please drive carefully on your way home!**

**Tom Catanese**

**Notes**

# Tom Catanese Career Credentials

**Like you, I help all Americans Celebrate their lives everyday with the designs that I create!**

I have spent 40 years in the Gift Food, Confection and Wine Industries and I can help you profit from this Experience!  
I have presented three National Gift Fancy Food and Wine Seminars every year for 30 years.  
2006 Ranked #1 in Google for Gift Packaging Expert, Gift Basket Expert, Gift Basket Business Seminars!  
2006 Designed SuperBowl Party Centerpiece for Coor's Brewery for the 40th Super Bowl.  
2005 Designed six Gifts for the ABC-TV hit Desperate Housewives TV stars in Hollywood.  
2004 Designed & created over 850 original Gift Food, Confections & Wine Designs.  
2004 Since 1977 presented 85 Gift Food and Wine Business, Design, Marketing Seminars & Symposium  
1998 Gold Medal Award, Carnegie Hall, NYC. Industry Life Time Achievement Award from the Int. Fancy Food Industry.  
1999 Have written or been published in over twenty three industry Trade Magazines.  
1997 Presented Gift Food Symposium in London at Ritz Hotel, Piccadilly Square.  
1994 Designed Godiva's Gift Basket Packaging line for National Holiday sales from 1994 to 1999.  
1994 Designed MGM Grand Hotel and Casino Room Service program in Las Vegas.  
1993 Intl. Fancy Food Show Gift Food Seminar Presentation, largest seminar attendance record - 825 people attended.  
1990 Presented the French Int. French Fancy Food and Wine Symposium, Intersuc Expo, Paris, France  
1989 Presented Gift Basket Design Symposium, London for British Food and Drink Expo.  
1987 Designed second Gift wrapped Rolls Royce Convertible for Miami Auto Show.  
1986 Designed First Rolls Royce Gift in my Booth at the Javits Convention Center, NYC  
1985 Designed Raiders of the Lost Ark Gift for Stephen Spielberg in Hollywood.  
1980 Introduced the Tube Shrink Film concept to the Gift Food Industry.  
1977 Presented First Gift Basket Seminar ever held in the Gift Basket Industry New York City.  
1972 Joined the International Fancy Food Show as a member, attended 51 Intl Fancy Foods Shows  
1969 Exhibited at my first Philadelphia National Candy Show, exhibited at 74 shows since then.  
1967 Introduced Shrink Film Packaging to the Gift Food Trade.

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## Sponsors!

**Listed below are the sponsors that provide support for my presentation today, please thank them for their support!**

**Highland Supply Co.** is the Leading Manufacturer of Floral and Decorative supplies available from your local Florist Distributor. Highland Supply has been the First name in Floral Gift Packaging since 1937!

**Berwick, Offray, Lion Ribbon**, the World's largest Ribbon Manufacturer to the Florist Industry has over 4,000 different Ribbons, Bows and Specialty Gift Packaging Products plus Custom Printing and other Fancy Accents for the Floral Industry!

**Pennock Company**, W. Springfield, MA Since 1889 the Pennock Company has been providing Top Quality Fresh Cut Flowers & over 3,000 Floral Supplies to the Industry. Attn: Pat Leighton, Phone: 413-781-3700 Booth #406-408-509, [www.pennock.com](http://www.pennock.com)

**Attick's Company, Inc.** 100 Unico Dr., Hazleton, PA 18202, 1-800-445-5101, [www.atticks.com](http://www.atticks.com), Since 1975 Attick's has been supplying the Florist Industry with over 3,000 SKU's. They offer a large assortment of Silk Flowers and Silk Foliage. Seasonal Wicker Baskets, Holiday Decorations, Wreaths and New Stoneware Booth #121

**McCann Bros. Baskets**, 261 River Rd, Bridgeport, CT 06604, 203-335-8630, Booth 216 – 317, Attn: Leigh Lepper. Over 40 years of service to Gift Basket, Gift Foods, Florist and Nursery industries. McCann offers over 750 sku's in Wicker, Wood, Metal!  
McCann Bros has been one of New England's best sources for many profitable product's! [www.mccannbaskets.com](http://www.mccannbaskets.com)

**Asher's Chocolates**, Souderton, PA 18964, 215-721-3000, [info@ashers.com](mailto:info@ashers.com), [www.asherschocolates.com](http://www.asherschocolates.com) Since 1897, Asher's Fine Chocolates and Confections have offered the Gift Foods Retailers over 300 Chocolate and Confections products that are used in Gift Baskets, Gift Creations and Gift Foods for the Who's Who across the country!

**White Coffee Company**, Long Island City, NY, Contact: Michael Feldman, [Kingkaffe@aol.com](mailto:Kingkaffe@aol.com) 214-328-0243, fax 214-221-0549  
The White Coffee company offers a wide assortment of Theme Coffee Gift Boxes and Miniature 2.oz bricks for the Basket Trade!

**Specialty Wraps**, Clayville, NY. 1-888-959-7277 fax: 315-839-5457 [info@specialtywraps.com](mailto:info@specialtywraps.com), [www.specialtywraps.com](http://www.specialtywraps.com). Over 6,000 Gift Basket Products, 90 different Printed Cello's, Shred Products, Jazz Pack, Boxco Boxes, Cello Bags, Catalog available!

**ThomasCatanese.Com**, Plymouth Meeting, PA, over 5000 Gift Packaging Products, Award Winning Gift Basket Videos!  
National Retail Gift Business Expert offering private consulting Services on a National Basis. 610-277-6230  
Google ranked #1 for; Gift Basket Expert, Gift Packaging Expert, Gift Basket Videos.  
[www.thomascatanese.com](http://www.thomascatanese.com), [tccat523@aol.com](mailto:tccat523@aol.com)

# California Market Center

## Press Release

from Thomas Catanese.Com  
610-277-6230

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#1 Google Ranked Gift Basket  
Expert to present New Trend Gift  
Basket and Gift Creation Concepts  
Symposium for California  
Market Center Mar. 23rd.



Desperate Housewives



ET Movie Gift



Rocky Gift

The California Market Center has invited Tom Catanese, CEO of Thomas Catanese.Com to present his 86th National Gift Basket, Gift Food and Gift Creation Sales and Marketing Symposium on Friday, Mar. 23rd, from 10:00 AM to 12:30 PM.



Oprah Gift

This Symposium is FREE to the Trade. Mr. Catanese normally charges \$99.00 per person for a four hour Symposium but the California Market Center in LA, the west coast's largest Gift Mart is covering Mr. Catanese's fee! This Symposium is for Advanced Gift Food Designers and Business people!



NASCAR Gift



Rolls Royce Gift



**Santa Gift**

This will be a Fashion Show with Runway Models showing all the Gifts!

Many of the Gifts on Display will have Digital, Electronic and Animated parts supporting the Design Theme! Mr. Catanese will present many New State of the Art Creations!



**New Home Gift**

There will be 15 Unique Corporate and Sports Gifts for the Corporate high Profile Client.

He has designed a \$1000 Gift for Oprah that took over 8 hours to create.

He also created another Gift for Sly Stallone's Rocky Movie which would also sell for \$1000!



**Baseball Gift**



**Hockey Gift**

Also on display will be over 48 large color photo's of Gifts from past Symposiums including the Phantom of the Opera, Les Miserable, Dynasty, Raiders of the Last Arc, Frank Sinatra, ET, Miami Vice, Magnum, Ivana Trump and many others!



**Football Gift**



**Golf Gift**



**Baseball Gift**



**NE Superbowl Gift**



**76er's Basketball Gift**



**Eagles Box Gift**

There will be many door prizes and unusual Surprises that should be incorporated into every Symposium from now on across the country! We will present each lady with a Hibiscus Flower for her hair and we will serve Chardonnay Wine.

If you are in the Gift Food Industry and Gift Basket Industry and have attended many other Gift Basket Seminars in the past that left you saying that you could have done a better job then you must attend this Presentation!

Many of the Gifts that you will see have never been shown before!

You are invited to bring camera's as there will be many Theme Gifts on display priced from \$25.00 to \$1000.00. There is limited seating and there is no fee to attend!

go to:

[www.californiamarketcenter.com](http://www.californiamarketcenter.com).

No video camera's permitted!

For more information go to:

[www.thomascatanese.com](http://www.thomascatanese.com)

E/M [tccat523@aol.com](mailto:tccat523@aol.com)

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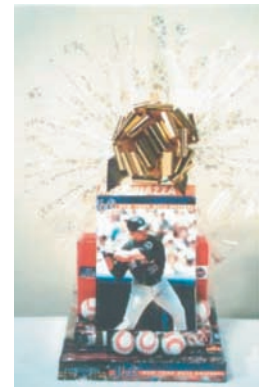
We have been making Gift Basket History since 1967!



**Construction Ind. Gift**



**Baseball Wine Gift**



**Baseball Gift**



**Baseball Gift**