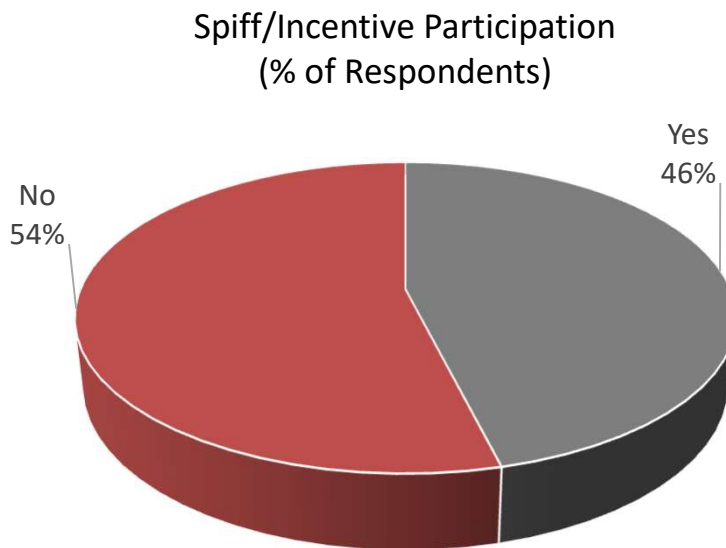

Approximately half of the sales professionals surveyed participate in one or more SPIFF or sales incentive program.

Do you participate in SPIFF/incentive programs?



On average, sales professionals were involved in 7 different SPIFF programs.

Why sales professionals may or may not participate in a SPIFF program.

Like

- *Extra money/cash*
- *Motivates to sell more*
- *Helps pay bills/expenses*
- *Incentive to learn about product*
- *Builds relationship with company*

Don't Like

- *Time consuming*
- *Complex claim process*
- *Payout too low*
- *Limited products*
- *Slow turnaround*

TAKE AWAY: Professionals involved in building construction will participate in product SPIFF programs if they are not too time consuming, complex and if they pay well and function efficiently. SPIFF programs can increase sales, build company loyalty and increase product familiarity.



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Purpose:

To find out if and how showroom consultants and other sales professionals use incentive or spiff programs.

Methodology:

AIM surveyed showroom consultants, sales associates, designers and other professionals. The survey was conducted on-line in July, 2024. Overall response was 436 completed surveys.

Conclusion:

What is a SPIFF and how can it benefit companies who manufacture products?

The word "SPIFF" originally appeared in Oxford English Dictionary in the mid 1800's meaning "to allow a certain sum as commission or incentive to sell an article or item". Today, SPIFF refers to more of a short-term sales incentive that offers monetary or other incentives to sales people that sell specific products or to meet specific sales goals. The meaning and acronym for SPIFF can vary according to the organization and most often is defined as a Sales Performance Incentive Fund. Other acronyms can be found including, Sales Person Incentive Forms, Specific Price Incentive for Final Sales, Special Pay Incentive for Fast Sales to name a few.

Regardless of the acronym, SPIFFs are used by many manufacturers today to motivate sales people to sell specific products. The primary benefit for the manufacturer of any SPIFF is it ultimately increases sales thus driving more profit. A SPIFF is most often used to "move" older or less popular products in a company's inventory or for high-end products that may be harder to sell. SPIFF's also help build brand and company loyalty and creates a way to keep sales people engaged and educated on what a manufacturer has to offer.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=463. AIM is a business-to-business marketing communications company. © August, 2024. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558. Email inquiries@a-i-m.com. Website: www.a-i-m.com. Thank you.