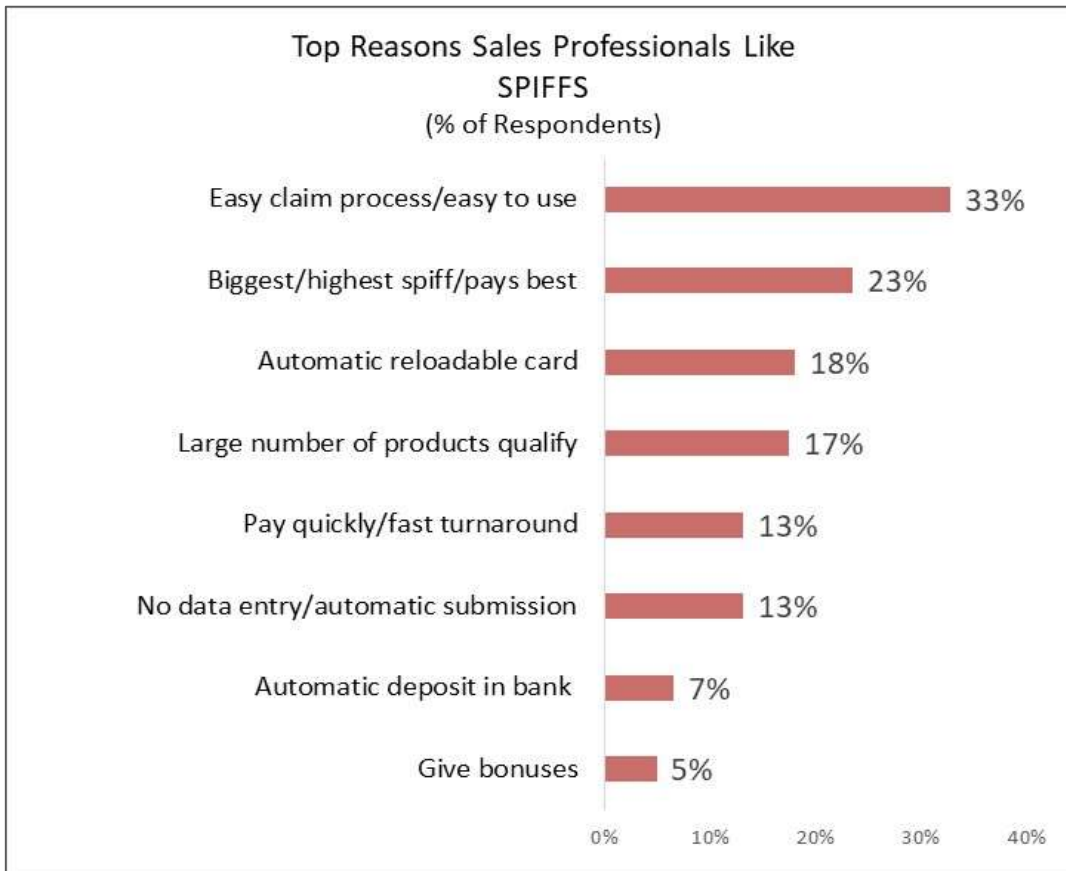


***Sales professionals prefer SPIFF programs that are easy use, offer top pay and have multiple products that qualify.***

**What do you like best about the SPIFF programs you participate in?  
(Open-Ended Comments)**



**Sample Comments**

- *They are quick and have good spiff amounts \$\$\$.*
- *It's easy to submit spiffs and it's a great reliable brand.*
- *A lot of products qualify for points and my company reports my sales to them directly.*
- *It is the easiest to claim sales and has the most products available for spiffs.*
- *They pay for almost everything they offer and it comes every month on a debit card. They also offer extra rewards for things and trips.*
- *Easy to do, cash not points.*

**TAKE AWAY:** There are a number of different reasons why professionals choose to participate in a specific SPIFF program. They prefer SPIFFS that are easy to use, have good incentives and offer a large number of products that qualify for spiffs. Fast turnaround and automatic payments are also preferred.

## 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:

According to experts in the sales and marketing field there are many guidelines companies can follow to ensure their SPIFF program is successful.

First it is important to talk to the sales professionals and channel partners who will be participating in the SPIFF. Find out what products should be included and what types of incentives they like best. Pinpoint what the manufacturer can do to maximize success. Make sure the SPIFF incentive works for the target audience and the details of the program are easy to understand and follow.

A manufacturer's SPIFF can easily fail if the details of the program are too complicated and requires too much time to process claims. The interface for the SPIFF program must be easy to use and flexible to encourage sales professionals participation. Manufacturers should implement creative ways to communicate with sales professionals to make sure they stay informed, excited and engaged with the SPIFF. To maintain success, a SPIFF program should encourage feedback on where improvements are needed. In addition, manufacturers must set up key metrics and simple sales summary reports to properly evaluate the success of a SPIFF program and to justify the expense. A well designed SPIFF program can produce both increased sales and stronger brand loyalty.