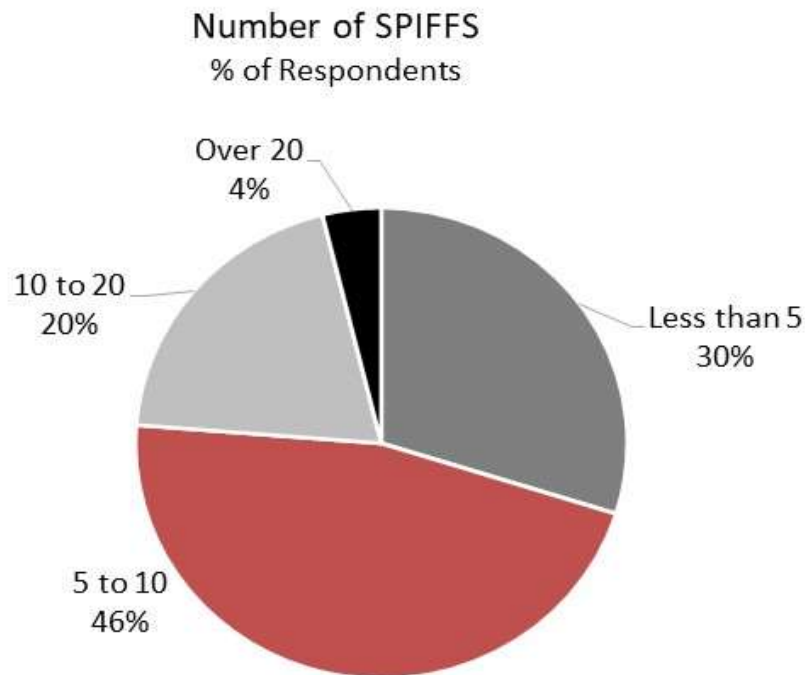

The majority of showroom consultants and other types of sales professionals are involved in five or more SPIFF programs.

Approximately how many SPIFF's do you participate in?



70% of sales professionals surveyed indicate they participate in 5+ SPIFF programs.

COMMENTS

- I participate in any that are offered on the products that we sell.
- All of the plumbing and appliance spiff programs offered by the vendors.
- All vendors that offer them.
- Anyone that has one & if I've sold that product for the month. It's sometimes hard to keep up with them.
- All the showroom brands that offer a spiff.
- I participate in MANY spiffs.

TAKE AWAY: Most sales professionals participate in a variety of SPIFFS and many manufacturers of showroom products offer spiffs. Several sales consultants indicated if the vendor offers a SPIFF they will participate. So product manufacturers that offer spiffs should make sure the sales people are aware of their program.



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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:

Since many manufacturers offer a spiff program, it is important for manufacturers to find ways to differentiate their SPIFF program to maximize success.

Differentiation is the key to success with any SPIFF. Tailor the incentive to your target audience. As the old saying goes, "cash is king" but flexibility, excitement and service are important too. Manufacturers can stimulate interest by including unique rewards like a drawing for higher ticket events, concerts or products.

Make sure the SPIFF program is transparent and fair. Clearly outline the criteria for earning rewards and make sure the process is straightforward. It is also important to keep participants engaged by providing regular updates on their progress and offering feedback. Consistent and clear communication will help maintain sales professionals motivation and allows for adjustments if needed.

To help make a SPIFF program stand out, be creative! Make communication exciting and informative. Develop a theme for your SPIFF program and carry creative messaging throughout the program. Incorporating periodic contests or limited time incentives to keep sales consultants engaged and also offer healthy competition. Developing a way to differentiate your SPIFF from the "others" in the market can help increase the long-term success of a SPIFF program.

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.