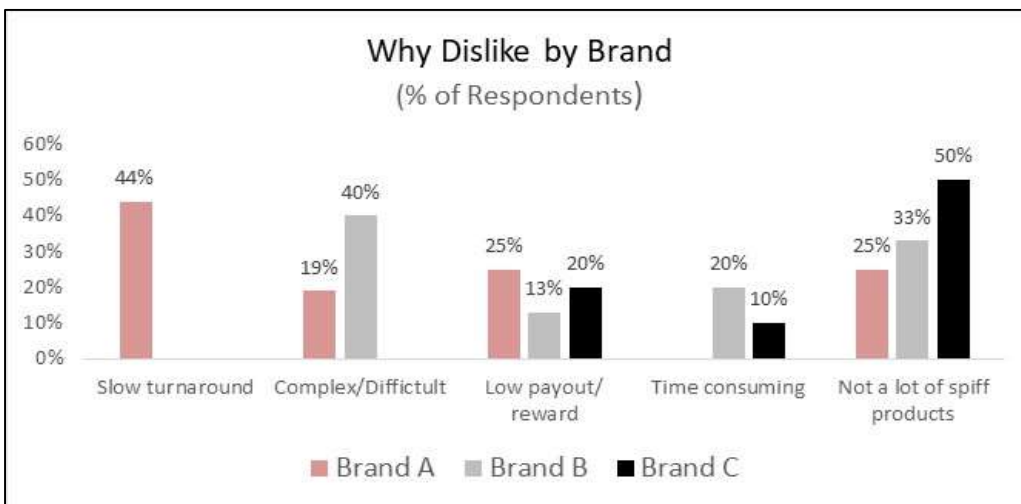
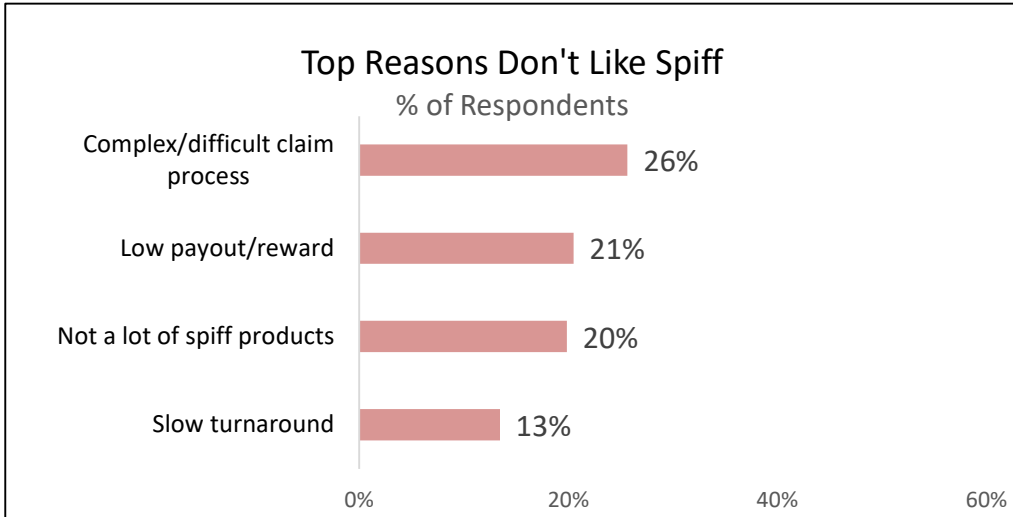


Showroom consultants and other professionals do not like SPIFF programs that are complex, have minimal qualified products and low payouts.

Why do you not like a particular spiff?



Note: if you would like a breakdown of these brands, email inquiries@a-i-m.com

TAKE AWAY: There are many reasons why sales professionals do not like certain SPIFFS, and it can vary based on the spiff program. Sales professionals look for SPIFFS that have a quick turnaround, are easy to use, and offer several products with good payouts.

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:

While SPIFFS can be an excellent strategy to help boost your sales, there are various problems that can occur with any SPIFF.

Once of the most common mistakes companies make is to offer a reward that is not exciting and does not drive sales people to sell more product. Incentives should be valuable to the sales professional and companies should invest money in talking with their sales team to identify the primary motivators. Caution must be taken to avoid designing incentives that only benefit top performers. It can cause resentment from others in sales and actually disrupt productivity and reduce sales.

Some companies make the mistake of setting the goal too high or too low. It can reduce the salesperson's motivation—either making it impossible to reach or so low it is not worth their time. Companies should choose goals that everyone can meet. It is important to set clear, achievable goals that are realistic and can be achieved within a specific time period. An excellent reference is [The Human Side of the Spiff](#) or [Cash Isn't King...Yea, Right](#).

Often SPIFFs fail because the program is not well designed. Sales professionals need to understand the SPIFF guidelines and goals. The objectives of the SPIFF must be specific, measurable and communicated accurately to the sales team. When SPIFFs are not designed properly they can eat away the budget and fail to produce more sales.