

No. 2024.62
Released: 9/2024

Showroom consultants and professionals are typically involved in several SPIFF programs but some brands have higher participation rate than others.

Which product SPIFF programs do you participate in? (Open-Ended)



- On average, individuals are involved in 7 different programs.
- There were 106 different brands that consultants and professionals indicated they participated in.
- 11% of sales consultants and professionals say they are involved in any or all product SPIFFS.
- According to industry reports, SPIFFS can increase sales by 20% or more.

TAKE AWAY: While there are many manufacturers who offer SPIFF programs, the level of participation can vary based on many factors. Companies need to design and operate a SPIFF program that is easy to use, provides the right incentives and meets the needs of their target audience. If you are interested in a brand breakdown of the above chart, **contact inquiries@a-i-m.com.**



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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:

SPIFF programs are a powerful tool for motivating any sales team. Most SPIFF programs reward sales professionals for achieving specific goals. It could be selling a certain amount or specific product or even setting demos or appointments with a key target. There are several national companies that provide SPIFF programs. To be successful, SPIFF programs need to make sure they offer their target audience what they want and need.

SPIFF programs should always offer sales professionals a user-friendly system. Make sure the system provides easy registration, simple to follow guidelines and straight-forward claim process. The online system should also offer secure encrypted transmission and the ability to easily upload sales receipts or invoices. SPIFF systems should be compatible with both a desk top and mobile user portals.

SPIFF programs can offer a variety of rewards. Some offer sales professionals branded pre-paid debit cards that can be easily reloaded. Others offer cash in the form of check or direct deposit to a checking account. Other SPIFF programs have a point system where sales professionals can redeem points for cash or other merchandise. To create excitement, engagement and continued participation, SPIFF programs often use short term contests for added rewards for a drawing, a trip/event or even bonus cash.

A properly designed and operated SPIFF can increase sales and ensure a higher participation rate. An excellent reference is [The Human Side of the Spiff](#) as well as [Why Spiff](#).

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.