

Building Loyalty

A Custom Program Breaks the SPIFF Mold and Increases Sales with Non-Cash Incentives



KEY PROGRAM RESULTS

A dramatic increase in cabinet designer participation, impressive sales lifts for both designers and principals, and a lower total out-of-pocket cost to administer the program.



in the number of designers participating in the program versus their previous SPIFF promotions



Cabinets Sold

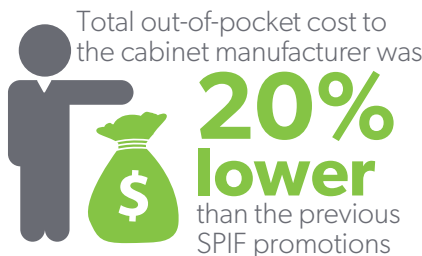
Designers in the program sold almost **6 times** more cabinets than non-participating designers



80% participating designers provided information during the program to be used in future marketing efforts



Designers in the program saw an increase in sales of **32% more** than the year before



HMI's incentive strategy paid off both in the short term and beyond, growing sales and brand awareness with a unique non-cash incentive program which enabled them to successfully outperform the competition.

CLIENT

A cabinet manufacturer serving markets east of the Mississippi.

OBJECTIVE

To more effectively foster long-term distributor loyalty and brand awareness while distinguishing the company from the competition.

CHALLENGE

Remodeling an existing Sales Performance Incentive Fund (SPIFF) program that had grown stale with the audience and had been copied frequently by competitors.

SOLUTION

HMI developed a long-term, non-cash solution that targeted 930 principals and designers across distributors, dealers, home centers, and remodelers. Principals in the program earned points for every dollar spent to be awarded once they exceeded their previous year's sales by 15%. Upon reaching this goal, principals earned at an accelerated rate.

For designers, the program was based on units sold rather than dollar value, and each business

location was given a monthly, minimum team goal to reach before their designers' individual points were triggered.

Once the principals and designers had reached their sales goals, they were able to redeem their points for thousands of incredible non-cash awards.

STRATEGY & IMPLEMENTATION

Award Opportunities

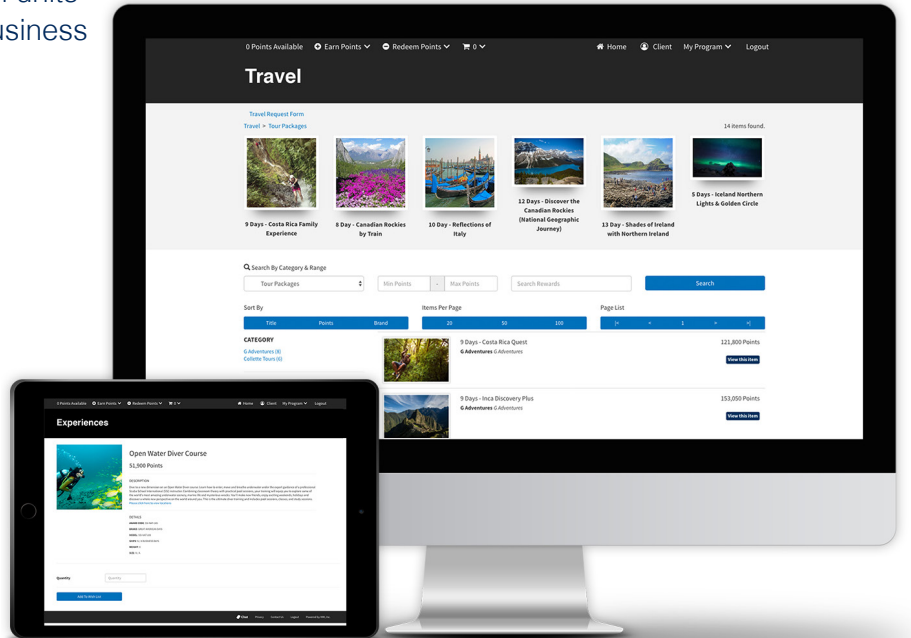
- Vacation Getaways
- Experiential Rewards
- Brand-Name Merchandise

Marketing & Technology

- Customized, Branded Website
- Full-Color Program Brochures
- Rewards Catalog
- E-mail Campaign
- Program Letters
- Monthly Reward Statements

Services Provided

- Project Management
- Customer Support
- Sales Tracking
- Executive & Sales Reporting
- Data & Analytics
- Program Administration



PARTICIPANT FEEDBACK

“Awesome idea! The program helped me remember [the Client] more frequently, and I chose them more often because of this program”

“The short-term cash SPIFs offered by our competitors have become increasingly less attractive to designers who now have a vested interest in selling our brand. The program's 'reach' to the principals in our customer base is also much broader and has allowed us to reward many more customers for their growth”

“Great incentive! I have received very positive responses from designers and principals, and I was able to open new businesses because of this program.”