The Visual Guide to Better SPIFs

SPIFs are not a magic potion that can fix everything. They should be used strategically to complement your existing incentive plans and ignite short-term performance. Don't rely on them as a band-aid solution when your core compensation plan needs some serious TLC.





Shape-shifters SPIFs come in many forms, and can be fixed-amount

spot bonuses, double club credit, or non-cash incentives.

When should you whip out a SPIF and make it rain incentives? Here are some examples:

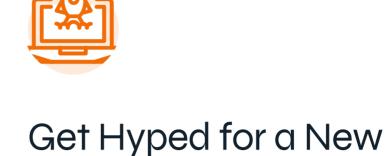
When to Use a Sales SPIF



Sales Pipeline Motivate reps to move deals through

Accelerate

the sales funnel.



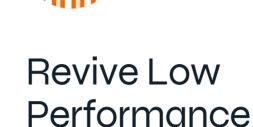
Product or Service Release Create buzz around new products or services.



Seize New

Market Opportunities Explore untapped markets, industries,

and/or new territories.



Boost sales performance during dry spells.



best-in-class companies experience increased profits through SPIFs. Research from the Aberdeen Group

Over 50 percent of

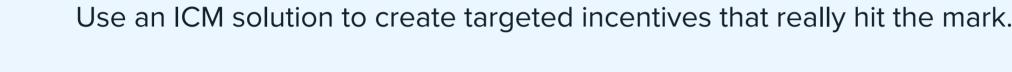
Know Your Goal

Quick and Dirty Rules for Building a SPIF



Know Your Audience

Be crystal clear about the purpose of the SPIF.

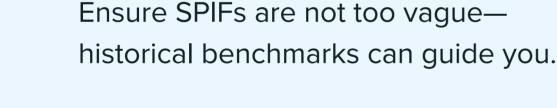


Set a Clear Timeframe

A defined window drives urgency and helps prompt behavior change.



Keep It Simple Use clear, concise SPIFs that align with rep actions.



Spontaneity is Key

Surprising reps will make them more likely to

consistently perform at a high level—we

recommend up to 8 to 12 SPIFs a year.

Be as Specific as Possible

Cash incentives are always reliable to get the

of non-cash rewards.

job done, however, don't forget about the power

Food Delivery Credits Subscription to a

The Payout: Cash Is King

(But There Are Other Ways to Incentive)



Streaming Service

Here are a few ideas:

Gift Cards



Learning Opportunities

Tech Gadgets

Memberships

SPIFs: A Key Player in Your Sales Strategy SPIFs are not just a sidekick in your sales strategy. They're

and keep your reps motivated and engaged. Think of them

as a quick reward for a job well done, but remember to keep

them limited to a certain time period and dollar amount. You

don't want SPIFs taking over as the main compensation plan. SPIFs are like a spicy seasoning in your sales strategy. Use them sparingly.

Learn more about SPIF strategy

Better SPIFs.

in our Guide to

The Guide to **Better SPIFs** https://www.xactlycorp.com/resources/guides/guide-better-spifs **Xactly**



and engagement among Sales teams. Learn more at:

https://www.xactlycorp.com/products/incentive-compensation-management-software

Xactly Incent aligns SPIFs with business objectives, while increasing motivation