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## Highlights

- Improve sales performance in each retail store location.
  - Create new SPIFs and contests with specified payout metrics.
  - Provide users with access to SPIF and contest details.
  - Reduce turnover and motivate sales staff.
  - Incent certain sales behaviors and drive performance.
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# IBM Incentive Compensation SPIF solution for retail

*An automated software solution designed to streamline incentive plans and drive performance*

In an increasingly competitive market, retailers are aiming to improve margins, generate preference for their brand, recruit and retain quality employees and deliver good customer service. These overarching business goals are challenged by the unique needs of the retail industry, particularly relative to incentive compensation management. Sales Performance Incentive Fund (SPIF) programs and contests are a key aspect of retail sales pay, and are employed to incent certain sales behaviors and drive performance.

## Unique challenges to retail

While retailers face many of the same operational challenges as other businesses, there are certain considerations that are unique to the industry. Specifically:

- Without sacrificing margins, retailers must find creative ways to motivate sales staff to achieve aggressive sales objectives.
- The retail sector is dynamic and requires agility to drive sales for a particular product over a period of time.
- There is often a lack of infrastructure to run SPIFs and contests efficiently and across multiple regions. The potential benefits of SPIFs are therefore not being leveraged.
- SPIFs and contests are undermined by poor tracking and limited intelligence, and this lack of visibility makes it difficult to determine whether programs have value.



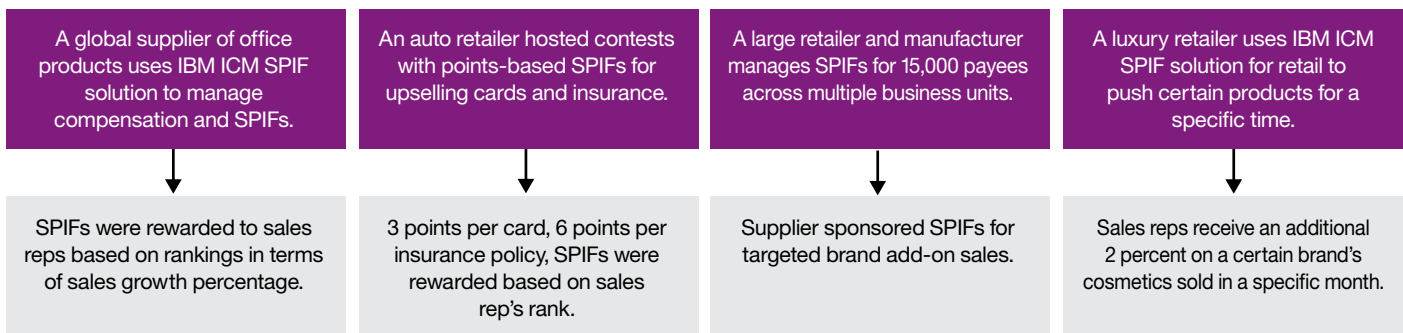


Figure 1: Creative ways that retailers have deployed the IBM ICM SPIF solution for retail to motivate their sales team.

### IBM Incentive Compensation SPIF solution for retail

IBM Incentive Compensation Management (ICM) is a flexible solution that empowers retailers with full control over SPIF and contest incentives. The solution provides efficient administration, an integrated Web portal, predefined rewards and sophisticated reporting. With IBM ICM SPIF solution for retail, retailers can:

- Create new SPIFs and contests with specified payout metrics.
- Provide users with access to SPIF and contest details.
- Define incentives as flat (per unit), a percentage of sales, tiered (per unit), ranked based on baseline growth or metrics or as a 'champion circle'.
- Generate reports for SPIF and content payout summaries, details and impact, as well as manager summaries.

### About Business Analytics

IBM Business Analytics software delivers data-driven insights that help organizations work smarter and outperform their peers. This comprehensive portfolio includes solutions for business intelligence, predictive analytics and decision management, performance management and risk management.

Business analytics solutions enable companies to identify and visualize trends and patterns in areas, such as customer analytics, that can have a profound effect on business performance. They can compare scenarios, anticipate potential threats and opportunities, better plan, budget and forecast resources, balance risks against expected returns and work to meet regulatory requirements. By making analytics widely available, organizations can align tactical and strategic decision making to achieve business goals.

### For more information

To learn more about IBM Business Analytics solutions, [contact](#) your IBM sales representative or visit: [ibm.com/spm](https://ibm.com/spm)



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