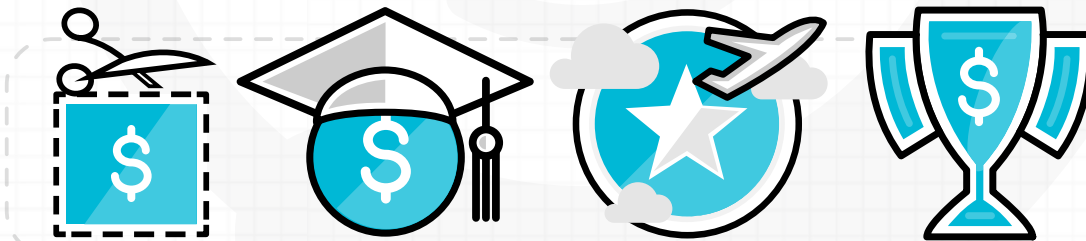
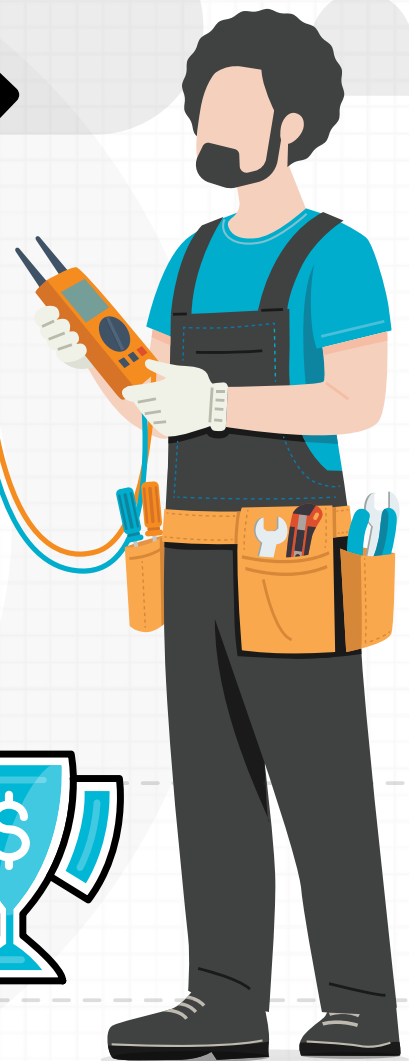


Winning Loyalty

How to Create Personalized Contractor Programs That Keep Pros Engaged



WINNING LOYALTY

HOW TO CREATE PERSONALIZED CONTRACTOR PROGRAMS THAT KEEP PROS ENGAGED

BY ZOË KELLY

Contractor, designer, and consultant loyalty programs play a critical role in driving long-term loyalty with the professionals who directly interface with your end users.

They could be an engineer installing your smart home security solution.

They might be an contractor recommending your HVAC products to their clientele.

Or they might be the trusted designer or specialty consultant homeowners rely on when selecting kitchen and bath appliances.

Regardless of their specific function or role, these folks have one crucial thing in common: They are major players in your channel. And your ability to curate loyalty with them can make or break a significant portion of your sales, directly impacting your revenue.

Loyalty to your brand doesn't just keep your sales consistent—it actively **diverts** loyalty away from your competitors. You're not only gaining influential advocates with the ear of your customer; you're also **creating a competitive moat** around your brand.

So, how do you spark loyalty with these professionals and ensure that it sticks? How do you engage not just the designers and contractors but also the key decision-makers within the channel (like heads of sales, marketers, and distributors)?

ANSWER: By building hyper-personalized loyalty programs that address the pain points and goals of specific personas, motivating behavior and establishing long-term loyalty.

In this eBook, we are covering everything you need to know to set up a loyalty program that feels relevant and personal to every participant.



WE'LL COVER:

DESIGNER/CONTRACTOR LOYALTY PROGRAMS: AN OVERVIEW
THE IMPORTANCE OF PERSONALIZATION
LOYALTY FOR EVERY PERSONA
LOOKING AHEAD: LOYALTY PROGRAMS OF THE FUTURE

Let's dive in.

DESIGNER/CONTRACTOR LOYALTY PROGRAMS: AN OVERVIEW

Designer/contractor loyalty programs, like those run by manufacturers in kitchen and bath, HVAC, smart home, and similar industries, are designed to target the professionals who directly influence purchasing decisions and installations.

THIS INCLUDES:

DESIGNERS: These professionals (e.g., kitchen and bath designers, interior designers, architects) are responsible for selecting and recommending products based on design, functionality, and budget. Their decisions often drive product specifications and influence homeowners' final purchasing decisions.

CONTRACTORS: This group includes plumbers, electricians, HVAC contractors, smart home integrators, and general contractors who actually install or implement the products. These individuals have a major say in product selection due to their preferences for ease of installation, reliability, and serviceability.

SALES AND MARKETING TEAMS: Both internal teams and distribution partners have an outsized influence on loyalty programs. These teams focus on driving sales growth, business recognition, and shared objectives, making it important to tailor loyalty incentives to meet their goals, as well.

END CUSTOMERS: While they may not be directly part of the program, end customer feedback and satisfaction loop back into the designer/contractor loyalty ecosystem. Offering additional rewards for high customer satisfaction or positive reviews can create a win-win for all parties involved.

Contractor/designer loyalty programs can include a wide variety of incentive types.

THESE INCLUDE:



Monetary Incentives

- Volume rebates or discounts
- Incentive points and rewards offers for meeting sales goals
- Cashback for sales
- Bonuses for selecting specific products



Educational and Certification Rewards

- Product training sessions or certifications
- Exclusive access to webinars and educational content
- Certification badges that enhance professional credentials



Experience-Based Rewards

- Invitations to exclusive industry events, product previews, or networking opportunities
- Travel rewards for top performers (e.g., all-expenses-paid trips to conferences or special events)



Recognition and Status

- Public recognition for top performers (e.g., featured case studies or awards)
- Special status (VIP membership or preferred partner designation).

Why These Programs Matter

Designer/Contractor loyalty programs directly impact business growth.

THEY STRENGTHEN RELATIONSHIPS



Designer/Contractor loyalty programs do more than just reward participation. They're about building meaningful, long-term connections with the individuals who play an important role in your sales channel. These programs foster brand loyalty, drive mindshare, and influence solution specification, whether it's a large project or bundled opportunities.

THEY ENGAGE DESIGNERS/CONTRACTORS AS BRAND AMBASSADORS



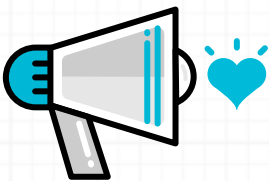
Your designers and contractors can be your most influential brand ambassadors, making a tremendous impact on purchase decisions and specifications. Loyalty programs actively engage these key players, providing them with incentives to advocate for your brand.

THEY INCREASE PROJECT INFLUENCE AND SALES CONVERSION



A well-structured loyalty program can amplify your influence in project specifications. It not only improves your chances of being specified but also brings a significant increase in sales conversion rates and volume.

THEY DRIVE DEEPER ENGAGEMENT



Loyalty programs can help to shift relationships from being simply transactional to more profound and influential engagements. They encourage designers and contractors to become active participants in your brand's story, leading to lasting partnerships.

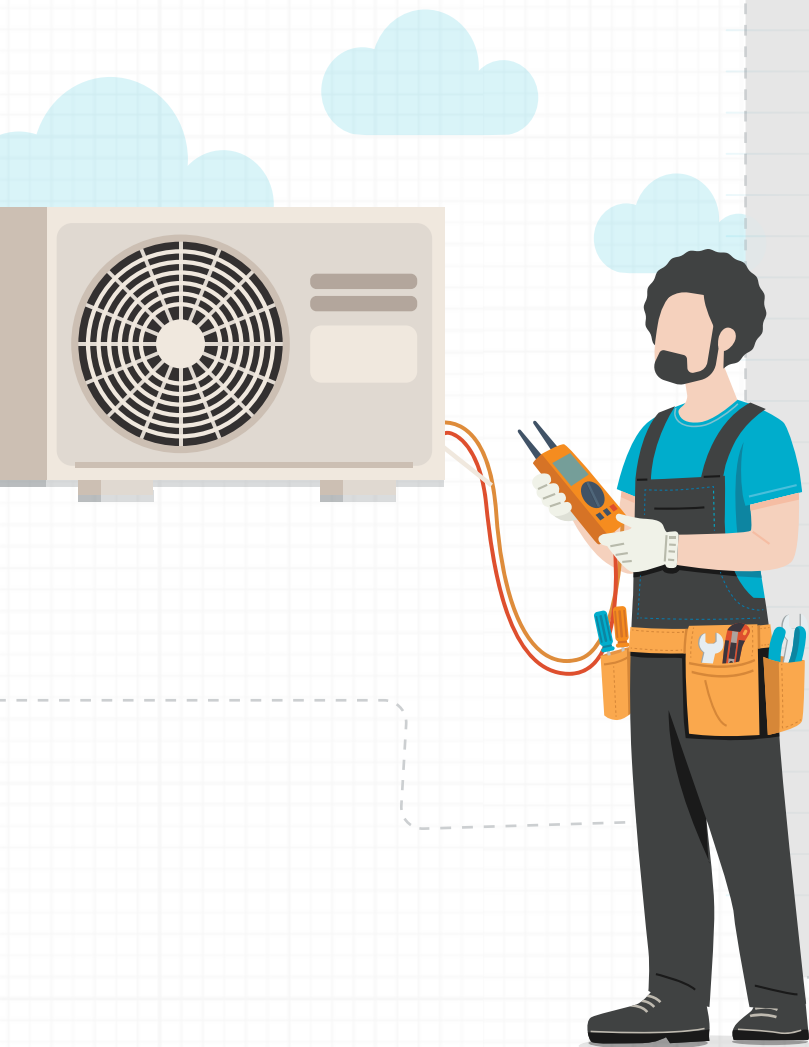
THEY BUILD RECURRING REVENUE PARTNERSHIPS



Effective loyalty programs can turn your designer/contractor network into a revenue-generating engine. By fostering loyalty, you can create a symbiotic relationship, where both parties – manufacturer and the designer/contractor network – benefit from recurring revenue partnerships.

THE IMPORTANCE OF PERSONALIZATION

While designer/contractor loyalty programs are essential to driving long-term brand loyalty, the key to making these programs successful lies in their ability to be **hyper-personalized**. Simply offering rewards or incentives is no longer enough. Participants expect **relevant, targeted, and value-driven** interactions that resonate with their individual needs and motivations.



Personalization...

BOOSTS ENGAGEMENT AND PROGRAM SUCCESS

Personalization drives **higher engagement rates** by offering rewards that resonate with each persona's unique needs. Tailored incentives—like product bundles, training opportunities, or rebates—can increase program interaction.

Example: An HVAC contractor who often installs energy-efficient systems may appreciate **specialized training and product certifications** on new green technology, in addition to **volume-based rewards**.

ENHANCES PERCEIVED VALUE OF THE PROGRAM

When your loyalty program speaks directly to the needs of different personas, it delivers value beyond generic rewards. This could be educational content for designers or installation tips and tools for contractors. Personalization makes the program feel less like a “checklist” and more like a **valuable resource**.

Example: Offering **early access** to new products for designers ensures that they stay ahead of trends, while contractors may prefer **rewards tied to installation efficiency** or product reliability.

INCREASES BRAND ADVOCACY AND LONG-TERM LOYALTY

Personalized loyalty programs tap into the deeper motivations that drive **long-term loyalty**. When a designer or contractor feels that the program is supporting their professional growth, they're more likely to recommend your products to their clients or continue using them in future projects.

Example: Rewarding designers not just for sales volume but for the **quality of their projects** using your products can turn them into **advocates** who promote your brand based on their success.

DRIVES BETTER SALES PERFORMANCE

Personalized rewards align directly with a persona's specific goals, boosting their **sales performance**. Contractors may respond to volume-based rewards, while designers might focus on incentives for specifying your products in a certain number of projects.

Example: Contractors who are rewarded for specifying your HVAC system in multiple jobs may choose your brand more often, creating a **recurring revenue stream** for both parties.

The crux of personalization in loyalty programs is recognizing that **not all stakeholders are the same**. Each persona involved—whether it's the designer, the contractor, the marketing director, or even the end customer—has a distinct set of pain points, priorities, and behaviors. Customizing your loyalty offerings to speak directly to these differences can significantly elevate your program's effectiveness.

LOYALTY FOR EVERY PERSONA

Knowing how to personalize your contractor/designer loyalty program for each involved participant requires a deep understanding of their pain points, goals, and job functions. So, that's exactly what we are going to help you do.

First, here's a quick version of your contractor/designer loyalty program personas and the types of incentives to leverage specifically for them:

PERSONA	INCENTIVE TYPE(S)
 Owners, Heads of Sales	Volume-based rewards, business planning support, recognition for driving sales.
 Marketing Teams	Program communication, educational webinars, portal support, recognition.
 Designers/ Specification Consultants	Education (training, certifications), exclusive product previews, design recognition.
 Contractors	Exclusive incentives, volume-based rebates, early access to products, marketing support.
 End Customers	Rewards for positive reviews, referral bonuses, post-installation support.

Now, let's dive deeper into each of these key players.



OWNERS, HEADS OF SALES

These individuals are the strategic decision-makers at the top of the company. They focus on high-level sales targets, business growth, and ensuring alignment across the different facets of the organization. They may be responsible for ensuring loyalty programs drive significant revenue and market share.

PAIN POINTS, KPIS, AND GOALS

Pain Points: Slow sales growth, poor alignment between sales and marketing, lack of brand recognition.

KPIs: Revenue growth, sales volume, market share, partner retention.

Goals: Increase brand loyalty, grow sales volume, align sales/marketing efforts, build strong B2B relationships.

KEY OBJECTIVE

Align marketing and sales efforts with business goals, drive sustainable growth.

HOW TO TARGET THIS PERSONA

Focus on **volume-based rewards**, such as **annual rebates** or **performance-based cash-back incentives**.

Offer **strategic business planning support** and a clear roadmap for how the program can grow sales and build long-term loyalty.

Highlight **brand recognition opportunities**—VIP access or preferred partner status.

IDEAL STATE OUTCOME

Achieve mutual business growth through a strengthened relationship, resulting in increased sales volume and a more aligned sales and marketing strategy.



MARKETERS

Marketing teams are responsible for ensuring the success and visibility of the loyalty program. They manage communication, awareness, and overall program support to both internal teams and external partners (distributors, dealers).

PAIN POINTS, KPIS, AND GOALS

Pain Points: Low program engagement, unclear communication, and underutilization of marketing resources.

KPIs: Program participation rates, engagement metrics (open rates, clicks), campaign ROI.

Goals: Raise awareness, educate stakeholders on program benefits, drive participation, and facilitate smooth execution.

KEY OBJECTIVE

Ensure program awareness, educate on eligibility, and drive consistent participation.

HOW TO TARGET THIS PERSONA

Provide **webinars, training materials**, and **program enablement tools** to educate the team and ensure they can effectively manage and promote the program.

Offer **clear communication channels** through a centralized portal to manage the program and track engagement.

Recognize their efforts through **performance-based rewards** (e.g., achieving program milestones, successful campaign execution).

IDEAL STATE OUTCOME

High program engagement, smooth execution of the program, and increased brand visibility in the market.



DESIGNERS/SPECIFICATION CONSULTANTS

Designers, interior designers, architects, and specification consultants are professionals responsible for selecting products based on design, functionality, and budget considerations. They influence a significant portion of the purchasing decisions and often specify which products are used in the final designs.

PAIN POINTS, KPIS, AND GOALS

Pain Points: Lack of product knowledge, difficulty finding reliable or innovative products, budget constraints.

KPIs: Number of product specifications, client satisfaction, project completion time.

Goals: Stay ahead of design trends, satisfy clients with functional and aesthetic choices, improve project efficiency.

KEY OBJECTIVE

Select and recommend products to clients that align with design needs, functionality, and budget.

HOW TO TARGET THIS PERSONA

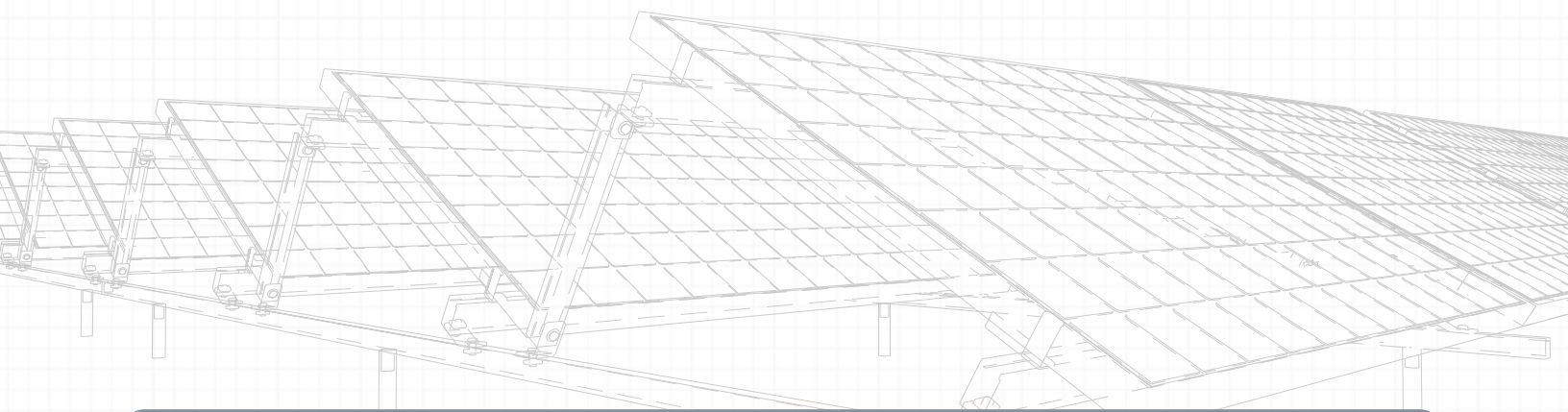
Offer **exclusive product previews**, advanced **training certifications**, or **educational webinars** on the latest trends and products.

Provide **recognition** for their role in specifying the product (e.g., public acknowledgment or case study features).

Offer **rewards** based on project quality, not just volume, to align with their focus on long-term design success and client satisfaction.

IDEAL STATE OUTCOME

Higher client satisfaction and loyalty, leading to more frequent product specification and increased industry recognition.



CONTRACTORS

Contractors are responsible for the actual implementation of the products on-site. They focus on ease of installation, product reliability, and performance. Their feedback and preferences heavily influence the products chosen for installation.

PAIN POINTS, KPIS, AND GOALS

Pain Points: Complicated product installations, lack of sufficient training, unreliable products.

KPIs: Number of installs, installation efficiency, product reliability.

Goals: Ensure quick and efficient installations with minimal issues, maintain a strong reputation for reliable service.

KEY OBJECTIVE

Ensure that products are easy to install, reliable, and offer long-term performance. .

HOW TO TARGET THIS PERSONA

Provide **product training** (e.g., e-learning modules or certifications) focused on installation efficiency, troubleshooting, and new product features.

Offer **volume-based rewards**, such as **bonuses for frequent product installations** or rebates based on installation milestones.

Provide **badges** or **recognition** for mastering specific products or installation techniques, boosting their professional status.

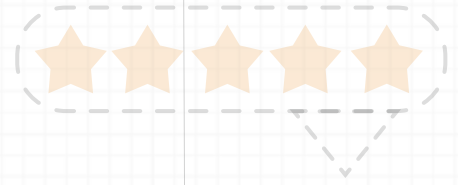


PRO TIP

Having a physical presence at trade shows & exhibitions goes a long way when building contractor relationships. It's a great way to meet contacts and heavily promote programs to a pre-captivated audience.

IDEAL STATE OUTCOME

Increased product adoption, faster installation times, more specified projects, and long-term partnerships.



END CUSTOMERS

End customers may not be directly involved in the loyalty program, but their feedback and satisfaction are critical to the overall success of the program. They influence designers and contractors through their satisfaction or dissatisfaction with products.

PAIN POINTS, KPIS, AND GOALS

Pain Points: Poor product performance, complicated installations, dissatisfaction with outcomes.

KPIs: Customer satisfaction, repeat business, referrals.

Goals: Positive feedback and a seamless experience with product performance. .

KEY OBJECTIVE

Provide feedback on products and designer/contractor performance.

HOW TO TARGET THIS PERSONA

Offer **rewards for positive reviews**, such as **points for feedback** or **referral bonuses**.

Provide **post-installation support** to ensure satisfaction and incentivize designers/contractors to maintain high service standards.

Encourage **word-of-mouth marketing** by rewarding referrals.

IDEAL STATE OUTCOME

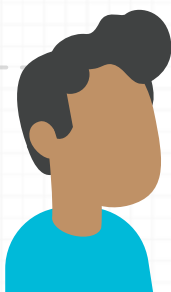
Improved customer satisfaction, positive word-of-mouth, and enhanced loyalty across the designer/contractor network.

PUTTING IT ALL TOGETHER

Let's take a look at how all of those personas interact in a hypothetical contractor program example.

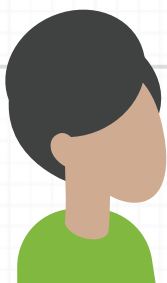
Meet "ProInstall Rewards," a loyalty program developed by a leading kitchen and bath appliance manufacturer.

The goal of **ProInstall Rewards** is to **foster loyalty among the key roles that influence product sales and installations** - designers, contractors, sales and marketing teams, and ultimately, end customers.



Owners and heads of sales, the key decision-makers, are invited to partner with the manufacturer. The program offers them volume-based rewards; for instance, achieving a sales target will trigger a significant cashback reward. To help them align their business goals with the ProInstall Rewards program, they receive strategic business planning support from the manufacturer and are given a roadmap to grow sales and build long-term loyalty.

Marketing teams are provided with all the necessary tools, such as webinars, training materials, and a centralized portal, to promote and manage the program successfully. They are also awarded for their efforts when they achieve specific program milestones or execute campaigns successfully.



Designers, the influencers of design and product choice, are incentivized through exclusive product previews, advanced training sessions, and educational webinars. They're kept up-to-date with the latest appliances and design trends. They're also recognized for their role in specifying the ProInstall product, through public acknowledgments or case study features.

Contractors, the on-ground team responsible for actual product installation, are offered e-learning modules and certifications focused on installation efficiency and troubleshooting. They're also incentivized through volume-based rewards; the more they install, the more they earn.



Last but certainly not least, the...

End customers - homeowners. Though not officially part of the program, their satisfaction with the installed product inevitably feeds back into the ProInstall ecosystem. Therefore, the program encourages contractors to ensure high customer satisfaction, and positive reviews are rewarded.

CONCLUSION

The power to unlock the full potential of an contractor loyalty program lies in hyper-personalization. By diving deep into the details of all the personas involved, from the owners and sales heads to marketing teams, designers, contractors, and end customers, we open the door to understanding unique needs, pain points, and objectives. This allows us to tailor loyalty programs that offer relevant rewards and incentives.

But why should this matter to you?

Because hyper-personalization in loyalty programs doesn't just build stronger relationships across your sales channel. It also amplifies brand visibility, skyrockets sales conversion rates, and spearheads sustainable indirect revenue channels. Investing in customized incentives that strike a chord with each persona's individual motivations and needs is how you secure a competitive edge, nurture lasting partnerships, and elevate your business growth trajectory.

ABOUT 360insights

360insights is the leading channel engagement and business optimization company, that enables brands to better influence, manage, and engage with their complex channel ecosystems. The company offers a suite of channel solutions including a SaaS-based platform that empowers brands to fully orchestrate their complex partner networks, while also delivering a powerful Incentive Automation solution for consumer rebates, SPIFFs, volume incentives, MDF/Co-Op, sales allowances and points programs. Combining incentive management and ecosystem orchestration with a powerful data analytics engine, 360insights serves more than 300+ enterprise organizations globally, across multiple industries, helping them boost their indirect business. Learn more at [360insights.com](https://www.360insights.com)



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