

Contractor Incentive / Loyalty Program

Building Materials & Hardware

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Designs a contractor/mason loyalty and incentive program — volume rebates, meets/gifts, credit privileges and recognition — so masons and contractors influence material choice toward you and stick. Use it to build contractor loyalty ethically. For the sales side use the Contractor & Builder Sales Playbook.

Purpose of this tool & output

Make contractors bring you their business

How the output is used

Use it to make contractors bring you their business — an incentive or loyalty program that rewards the trade for buying and referring.

Important cautions

Keep contractor incentives transparent and tied to genuine volume; opaque kickbacks create trust and tax issues. Masons are your biggest sales influencers — engage them well.

Companion documents

- Pricing Strategy & Rate Card
- Margin Management & Analysis
- Discount & Negotiation Policy
- Customer Loyalty / Retail Scheme Design
- Competitive Pricing Response
- Value-Based Selling Guide

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.