



**PRESS RELEASE**

**For Immediate Release**

**SPIFFIT CEO TO SPEAK AT COLORADO AUTO DEALERS ASSOCIATION'S INNOVATIVE DEALER SUMMIT**

SEAN UGRIN PRESENTS EDUCATIONAL SPIFF PROCEDURES TO ATTENDEES

**Louisville, CO., April 2, 2015.** – Sean Ugrin, Spiffit CEO/Founder, has been invited to speak at the Colorado Auto Dealer Association's (CADA's) Innovative Dealer Summit on Tuesday, April 7, 2015 at 3 p.m. in room 110 at the Colorado Convention Center, 700 14th St, Denver, CO. Sean's presentation, titled, "*Are Your Incentives Driving ROI? The Carrot Beats the Proverbial Stick*", will offer tips and suggestions for dealers to implement and manage successful Spiff programs.

The presentation features '5 Components of a Successful Incentive Strategy.' Well-designed and highly successful Spiff programs are made up of five primary components: Clear Communication, Determine Sales Drivers, Create Urgency, Winning Measurements and Meaningful Awards.

"Being selected as a presenter for the CADA Innovative Dealer Summit is an honor," stated Sean Ugrin, Spiffit Chief Executive Officer and Founder. "CADA is one of the nation's most well-known and respected Automotive Dealer Associations and the Summit is attended by several leading innovators of the region's premier auto dealers. The session I will be presenting will be educational and provide dealers who attend with tools that they can take back to their dealerships and run successful campaigns."

**About Spiffit ([www.spiffit.com](http://www.spiffit.com))**

Spiffit, located in Louisville, CO., is a leading provider of SaaS incentive applications that drive revenue. Spiffit's powerful solution has been proven to increase performance by promoting and rewarding team behavior for dealers, dealership groups, suppliers and providers.

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