

The 4 Types of Rebate People



Rebates: necessary evil or strategic business tool? Your answer to that question tells us where you fall on the scale from Rebate Reactive to Rebate Strategist. Let's break down the scale together.



01 Rebate Reactive

- Managing and updating error-prone spreadsheets
- Struggling to find misplaced deal terms
- Constantly running debits and credits
- Chasing down business partners for payments

Increasing your awareness

- Digitizing your deal terms
- Providing transparency into terms to minimize disputes
- Leveraging rebates as a loyalty and sales tool
- Throw out those error-prone spreadsheets

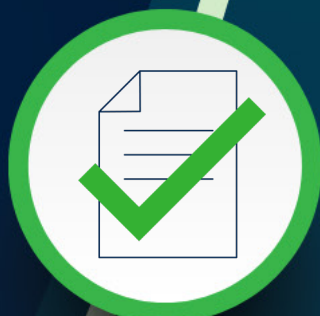


02 Rebate Aware

- Your deal terms aren't recorded digitally
- You manage your rebates through clunky, error-prone spreadsheets
- Responsibility for rebate management is one among many
- You see rebates a necessary evil, just one more layer of income or cost

Moving Beyond Awareness

- Digitizing your deal terms
- Providing transparency into terms to minimize disputes
- Leveraging rebates as a loyalty and sales tool
- Throw out those error-prone spreadsheets



03 Rebate Tactical

- Supposedly an ideal state
- Streamlined processes
- Debits/credits processed on time
- Digitized terms to minimize disputes

Becoming Strategic

- Drive desired behaviors from trading partners
- Increase loyalty
- Boost sales
- Improve margins
- Mitigate risks



04 Rebate Strategist

- Uses rebates to influence buying behaviors from customers
- Contributes to overall financial goals by increasing margins
- Works cross-functionally with sales to boost sales
- Minimizes disputes with a clear audit trail and digital deal terms