

5 Steps to Being More Collaborative

The logo for 'enable' is located in the top right corner. It consists of the word 'enable' in a white, lowercase, sans-serif font, positioned inside a white circular outline that is partially cut off by the right edge of the green header bar.

Rebate management is a critical business discipline, which when done well, can maximize business success for all trading partners in a B2B value chain. Today this is usually conducted with an unending merry-go-round of spreadsheets, email chains, last-minute changes and zero visibility into the real-time status of rebate deals.

To execute a better rebate strategy, joint collaboration is urgently needed. In such situations, agreements and partnerships are formed based on mutual benefit to facilitate deal ownership and deliver more profitable results in the interest of both parties.

Here is a step-by-step checklist which will help you identify if your collaboration initiatives are on track.

Establish Roles and Responsibilities

Set the foundations for the relationship from the get-go. Both parties need to clearly understand their own role, the role of their counterpart and how the two fit together to leverage value and achieve mutually beneficial outcomes. Defining roles and responsibilities also allows you to control access and share the context and information that makes the most sense for each role.

Focus On Win-Win Opportunities

Win-win beats win-lose when it comes to your suppliers. With the use of win-lose strategies, where you gain, the suppliers lose. There is always the possibility that the supplier may eventually not be able to sustain what was agreed and they could cut corners. For example, a product specification could be reduced to a lower quality without informing you and the service could suffer. This will always damage the relationship.

The ideal position is the win-win scenario where all parties make a valued contribution and gain from the transaction. By using a win-win strategy, you can turn suppliers at all levels into collaborative partners working to support your shared success and gain a greater understanding of your suppliers. This then gives you increased knowledge of the supply chain that you're a part of to uncover new opportunities.

Be Transparent and Open With Each Other

Acknowledge that you cannot do this on your own. When trading partners are open with each other about their business goals and the costs and risks they're taking on, it's easier for everyone to align around those business objectives. To craft a mutually beneficial go-to-market strategy, one that shares costs, will be transparent to the end customer, leaving an image everyone is doing all they can to drive a great experience and smooth operation.

“55% percent are demanding more transparency from suppliers.” - The State Of Manufacturing 2021 report.

Keep The End-Customer in Mind

Many enterprises struggle to deliver for customers because of a disruptive environment, internal silos, mismanaged data, the pandemic and inefficient collaboration between companies, despite our increasingly digital world.

The better equipped you are to model, forecast and track rebate together with your trading partners, the better placed you are to serve them profitably and in a way that retains their loyalty. In a world where partners depend on each other, trading partners need to keep their network on their side, because everyone wants to be able to offer the end customer the best experience possible, despite all the uncertainty.

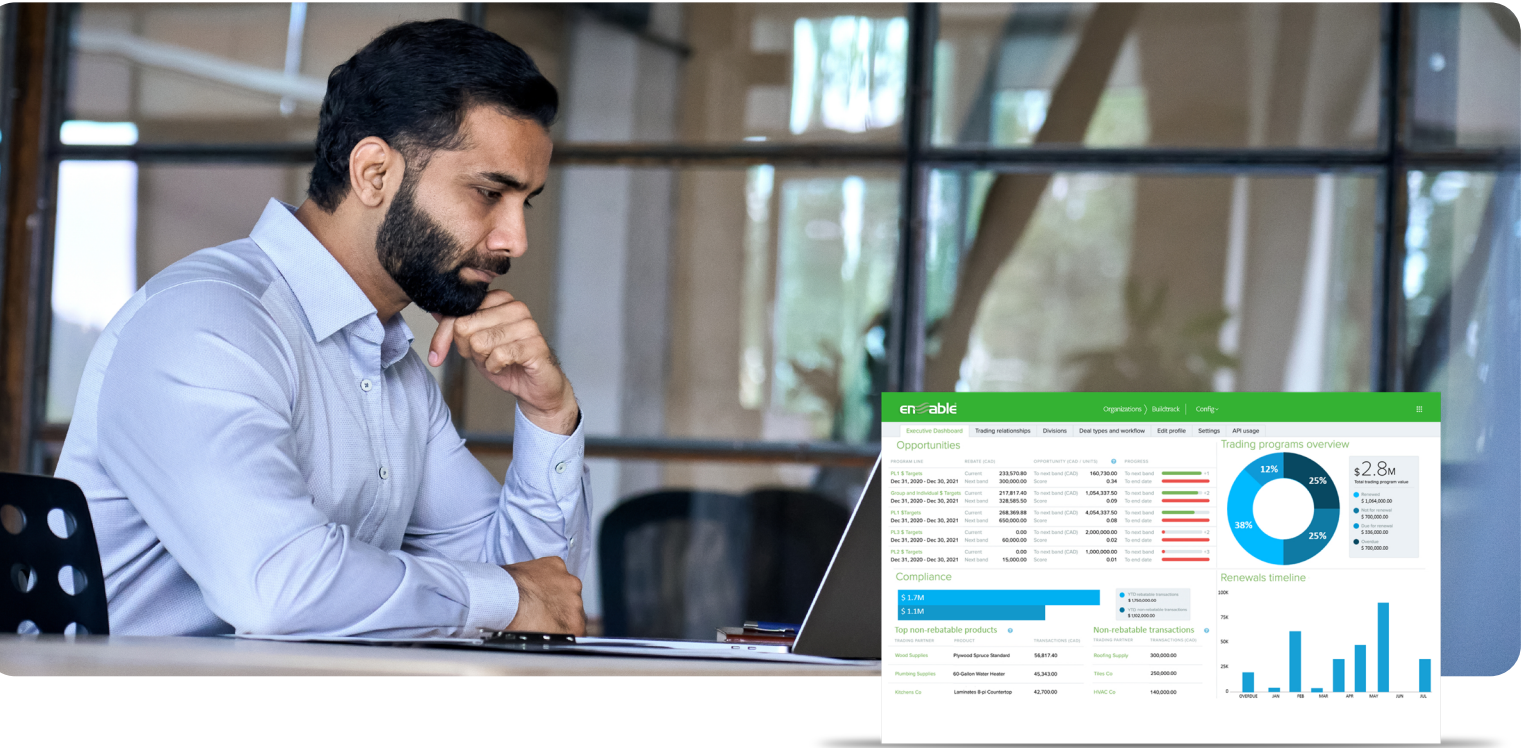
Utilize a Single Source of Truth

Historically, many trading partners in the supply chain ecosystem work in their own disparate systems of record, making it extremely difficult to align on data. More recently, companies have started to rethink their operations to be more agile and are adopting new technologies to propel their business forward.

For example, Enable offers a centralized deal repository and real-time progress tracking for your rebate deals, based on up-to-date information from your ERP. If all trading partners have full and up to date visibility of costs, margins and risk, you can work together to agree deals that protect you all – while making sure the customer is well served, too.

“72 % of the world’s manufacturers consider an improved sharing of data with suppliers is required for improving their operations.” - World Economic Forum, 2020

Adopt a Collaborative Approach Today



When we say you cannot do this on your own, we really mean it. Engaging with suppliers is crucial to transforming the way rebates are managed. Profitable results are best achieved when everyone works together for the greater good.

In the race for success in today's supply chain, having a partner you can count on, and who's heading in the same direction you are, can make all the difference. Our driving mission at Enable is to support informed collaboration throughout the supply chain, so that everyone takes the right action at the right time to ensure a thriving ecosystem.

If you're ready to start being more collaborative, reach out to us. Enable's cloud-based rebate management is helping trading partners come together with a single source of truth and use rebate as a strategic lever for growth – in any trading environment.

Visit www.enable.com or get in touch with us at hello@enable.com