

## Understanding Special Pricing Agreements:



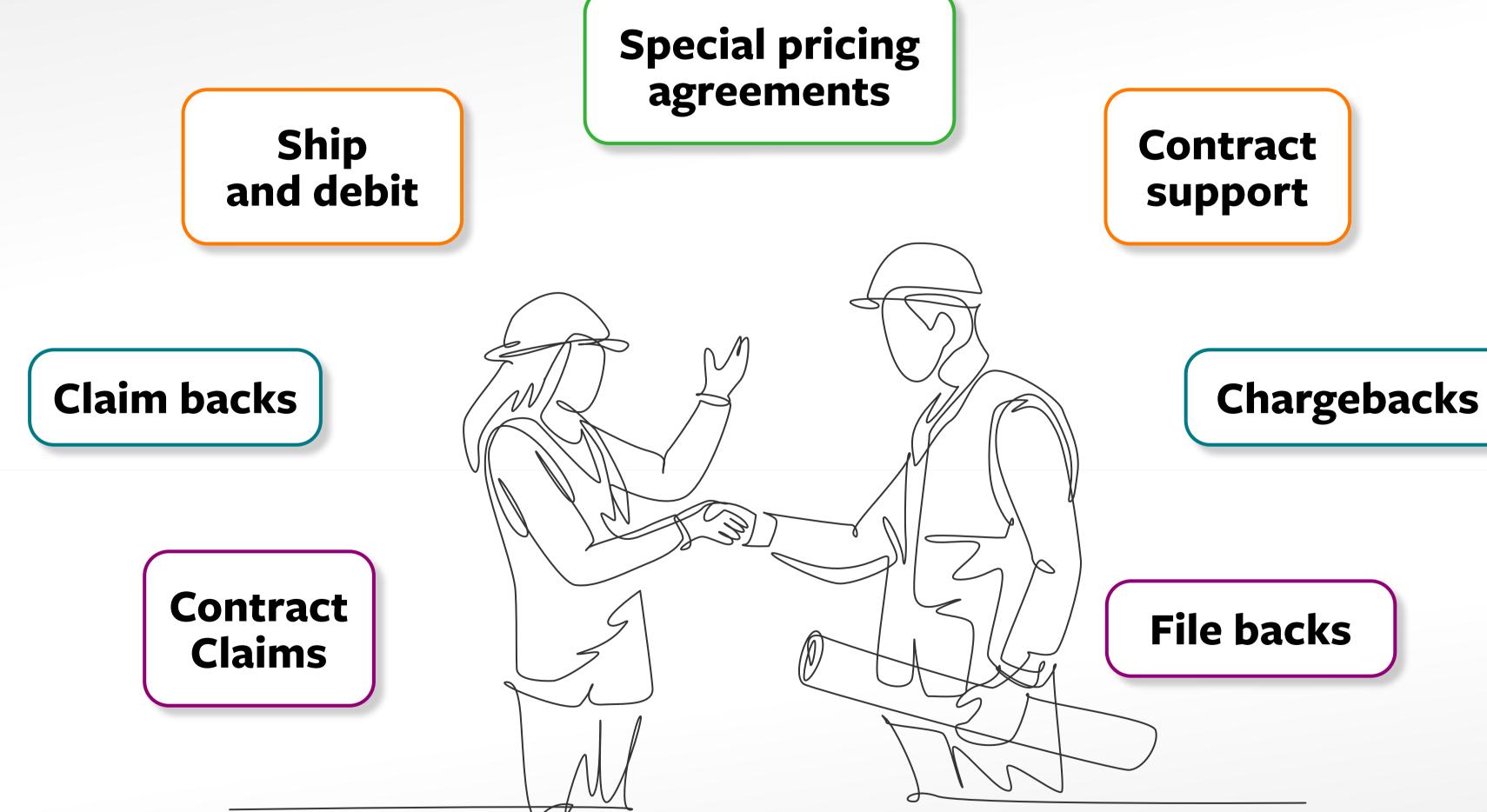
#### Special pricing agreements (SPAs) are currently used by 77% of all distribution firms in North America. As these strategic deals gain popularity, it's important that

distributors understand the what, how and why behind SPAs.

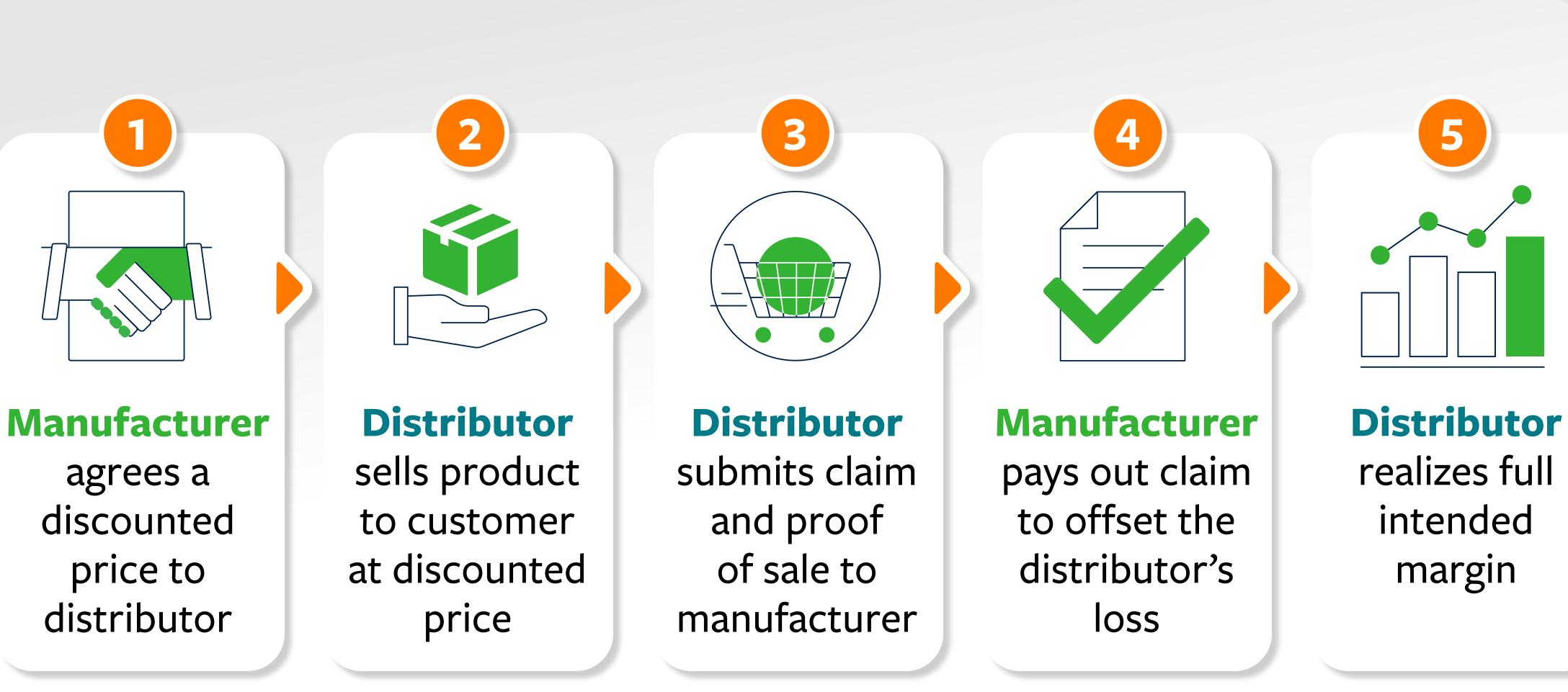
#### WHAT Are SPAs?

While SPAs are known by many names, they all refer to one idea: a strategic retroactive price reduction that manufacturers grant distributors to meet a competitive price situation.

#### What do you call SPAs?



#### How Do SPAs Work?



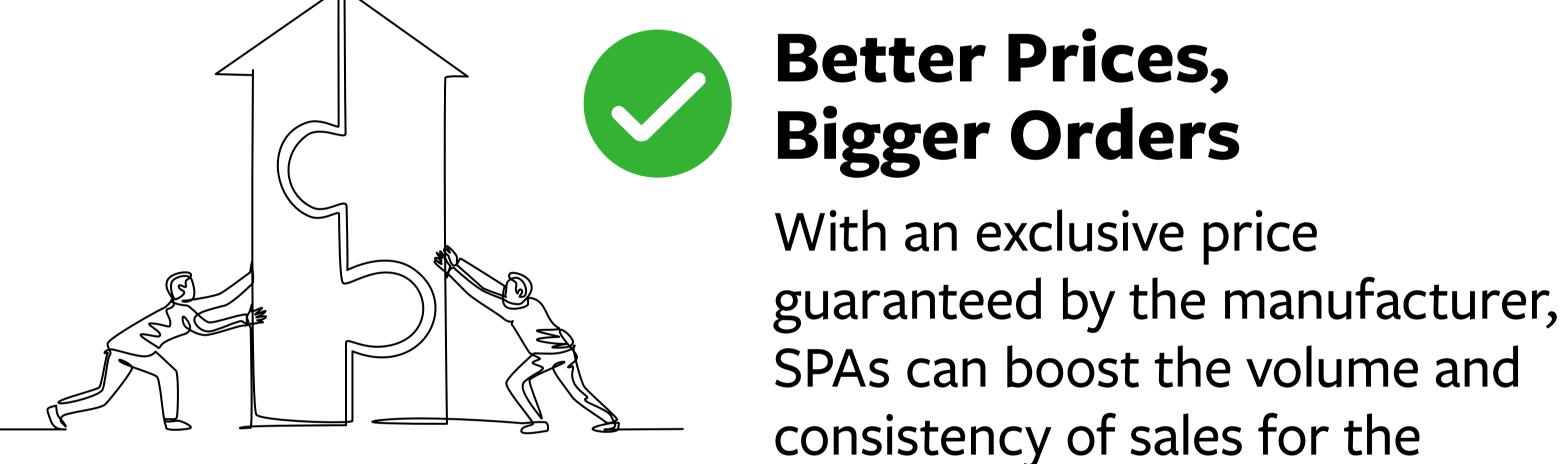
manufacturers achieve strategic goals.

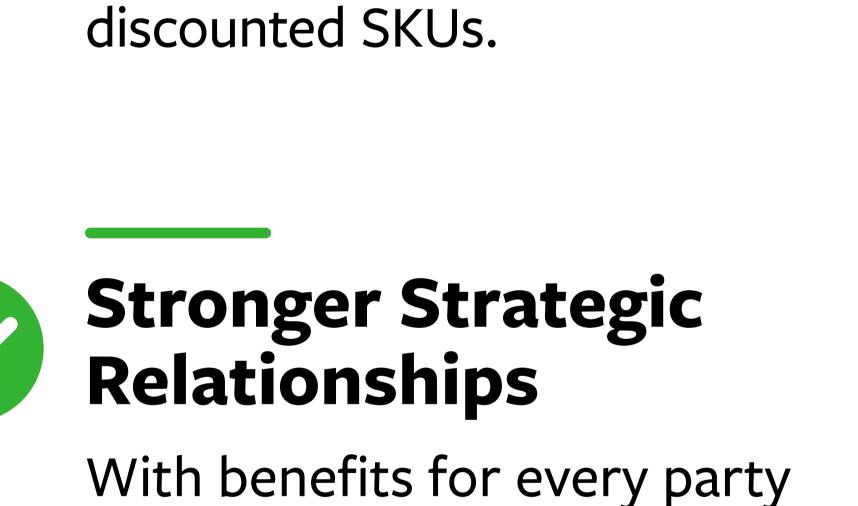
SPAs help distributors boost sales and stay

competitive in exchange for helping

## Benefit Distributors?

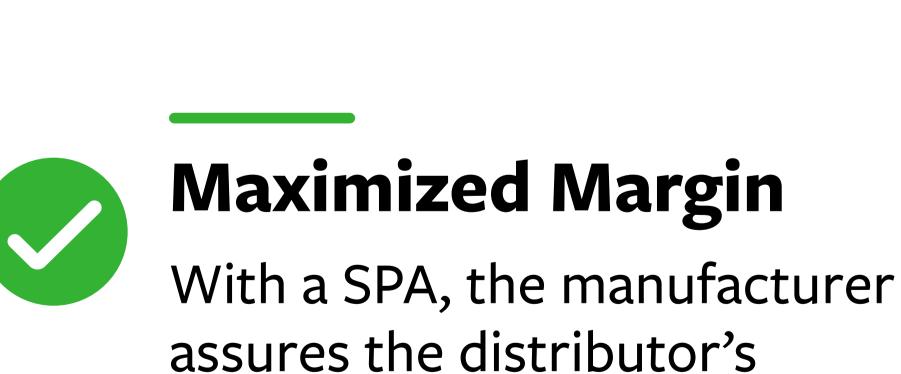
How Do SPAs





involved, SPAs can form the

foundations of a long-lasting



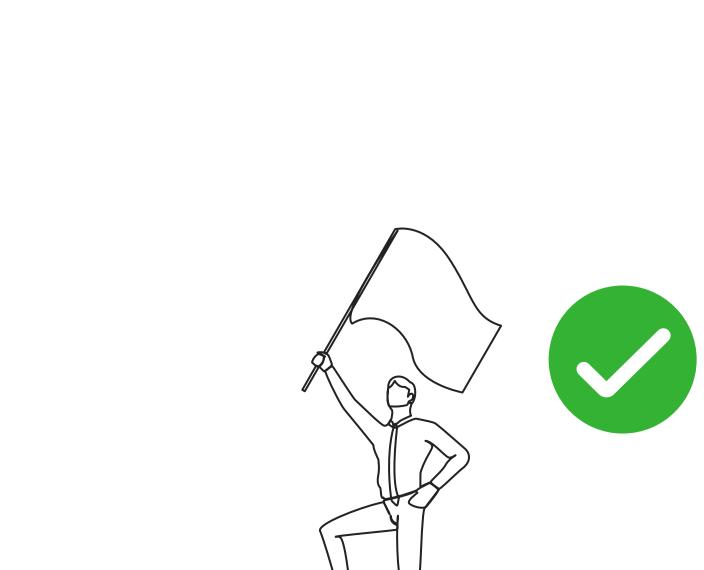
margin, allowing them to

of losing revenue.

enjoy increased sales of the

discounted SKUs with no risk

strategic partnership.



# Competitive Pricing SPAs can help businesses gain and maintain market share, offering a unique competitive advantage even

in adverse conditions.

## implement a dedicated SPA management system save time and avoid costly mistakes while managing claims, maintaining

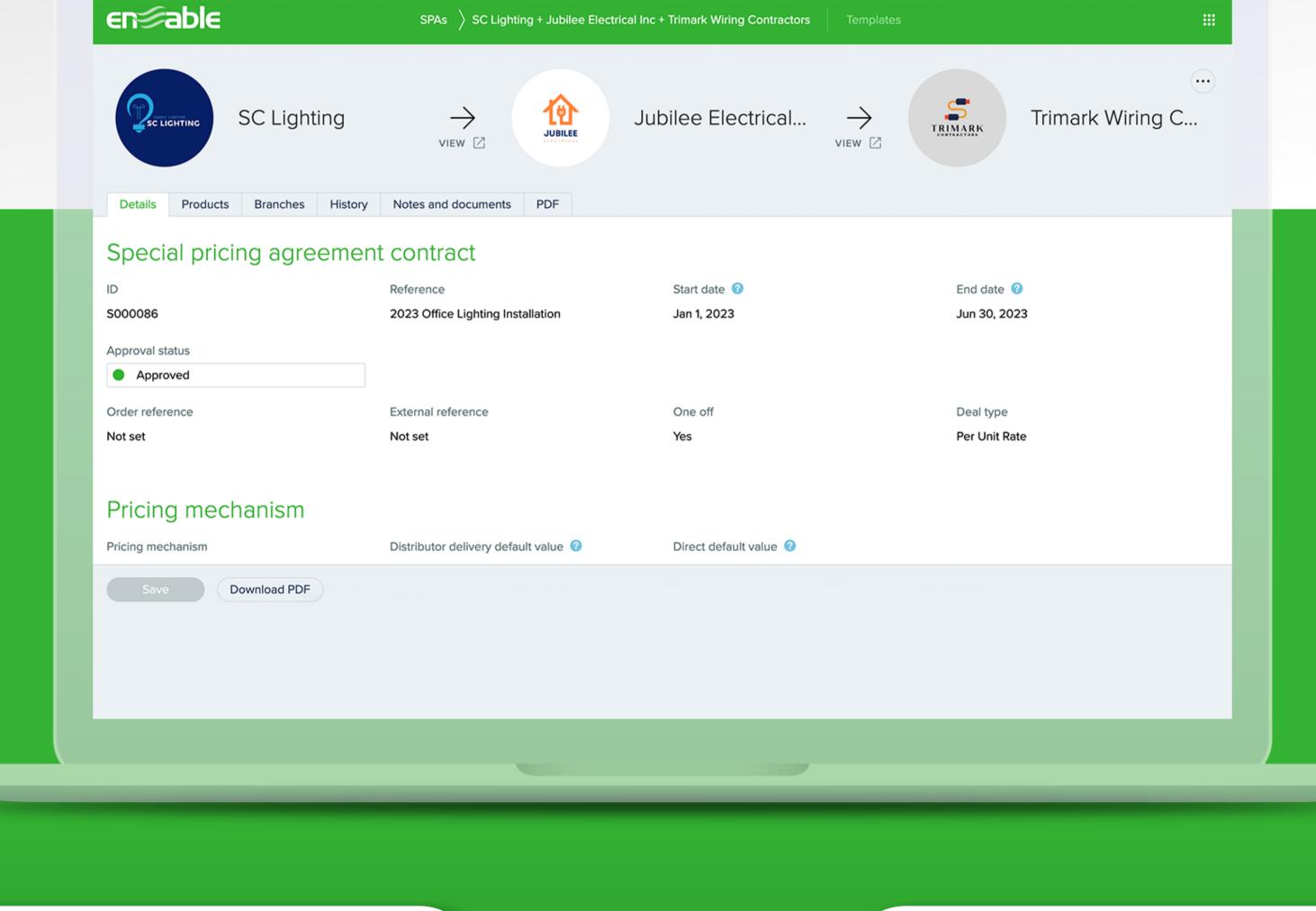
How Distributors

Manage SPAs Better

Did you know?

Distributors that choose to





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