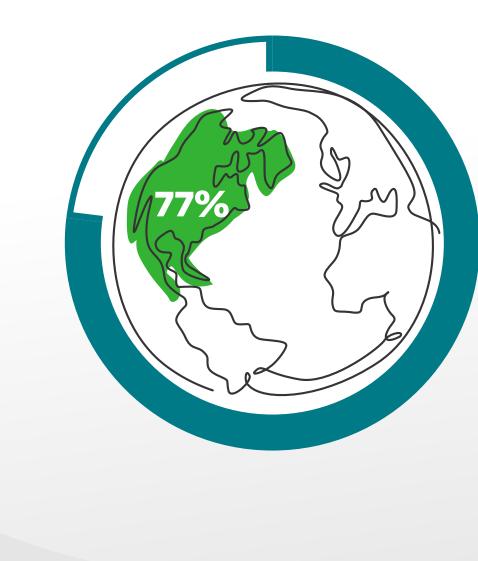
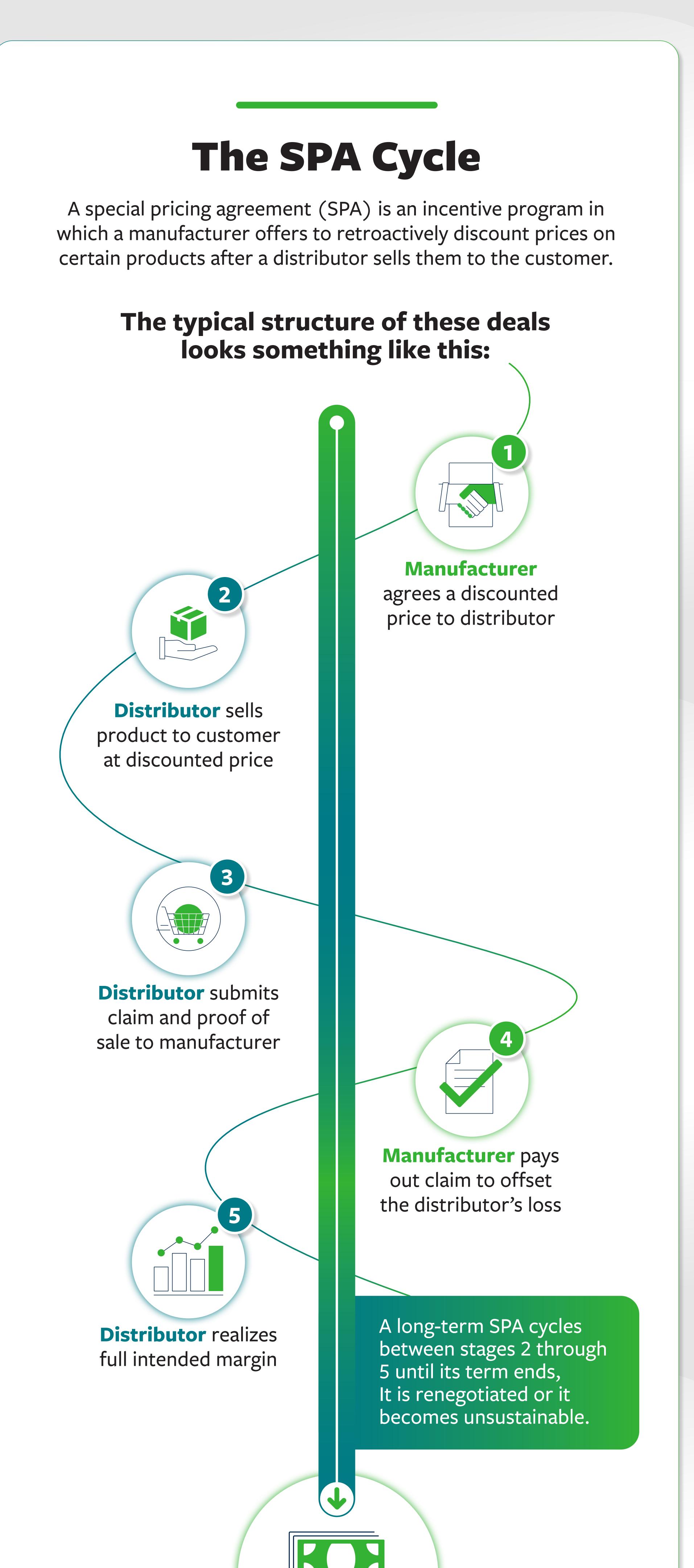
## The Lifecycle of a SPA



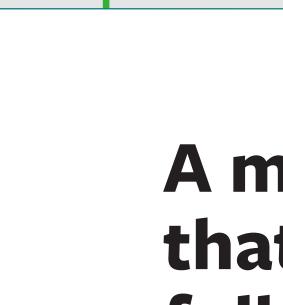


# Currently, 77% of all distribution firms in North America use SPAs.



#### Manufacturer forms a strategic goal or distributor requests a deal

Stages of a SPA



#### ..£a.eti.ka

Gaining a foothold in new markets

Pre-SPA:

A manufacturer may design a SPA that helps them achieve any of the following goals:

SPAs are sometimes initiated by the

Manufacturers may be willing to work

with loyal distributors to support more

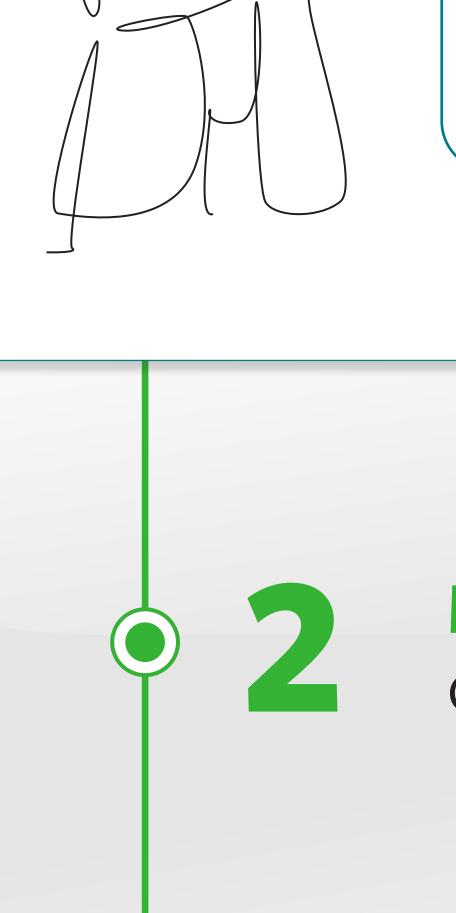
competitive pricing on their products.

distributor – not always the manufacturer.

Growing brand awareness or customer base
 Boosting new product launches

Did you know?

Forming or strengthening new trading relationships



Manufacturer authorizes and approves a discounted price to the distributor
Distributor sells the product to the customer

at the agreed upon, more competitive price,

**Distributor** submits a claim and proof of sale to the manufacturer to receive reimbursement

**Distributor** realizes their full intended margin via their SPA

Manufacturer validates proof of sale data and pays out the claim to offset the distributor's loss

ensuring margins remain whole

Caution

This stage is essential for maintaining trust and loyalty between distributors and manufacturers. Any delays, friction, confusion or ambiguity at this critical point in your process can weaken the strategic partnership that the SPA is building.



### Post-SPA: Manufacturer achieves their strategic goal

Pro Tip



lifecycle than with a dedicated software solution, such as the Enable platform, built specifically to capture the intricacies and streamline the collaborative process of managing these complex agreements.

There's no better way to support SPAs throughout their

### Ready to learn more about SPAs?

Download our white papers to find out how these unique deals benefit manufacturers and distributors.