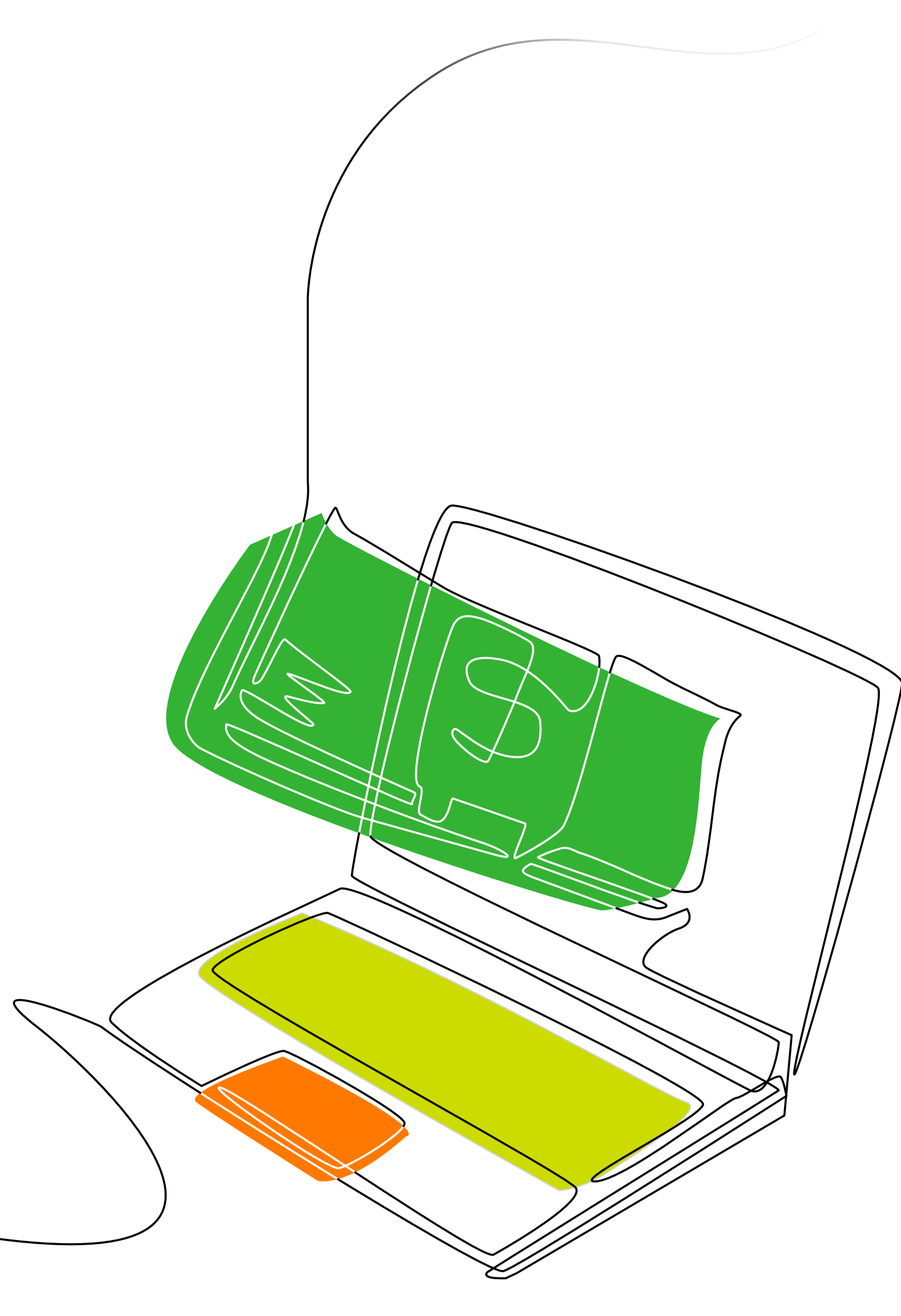


# Checklist: 5 Proven Ways Rebate Strategists Drive Value



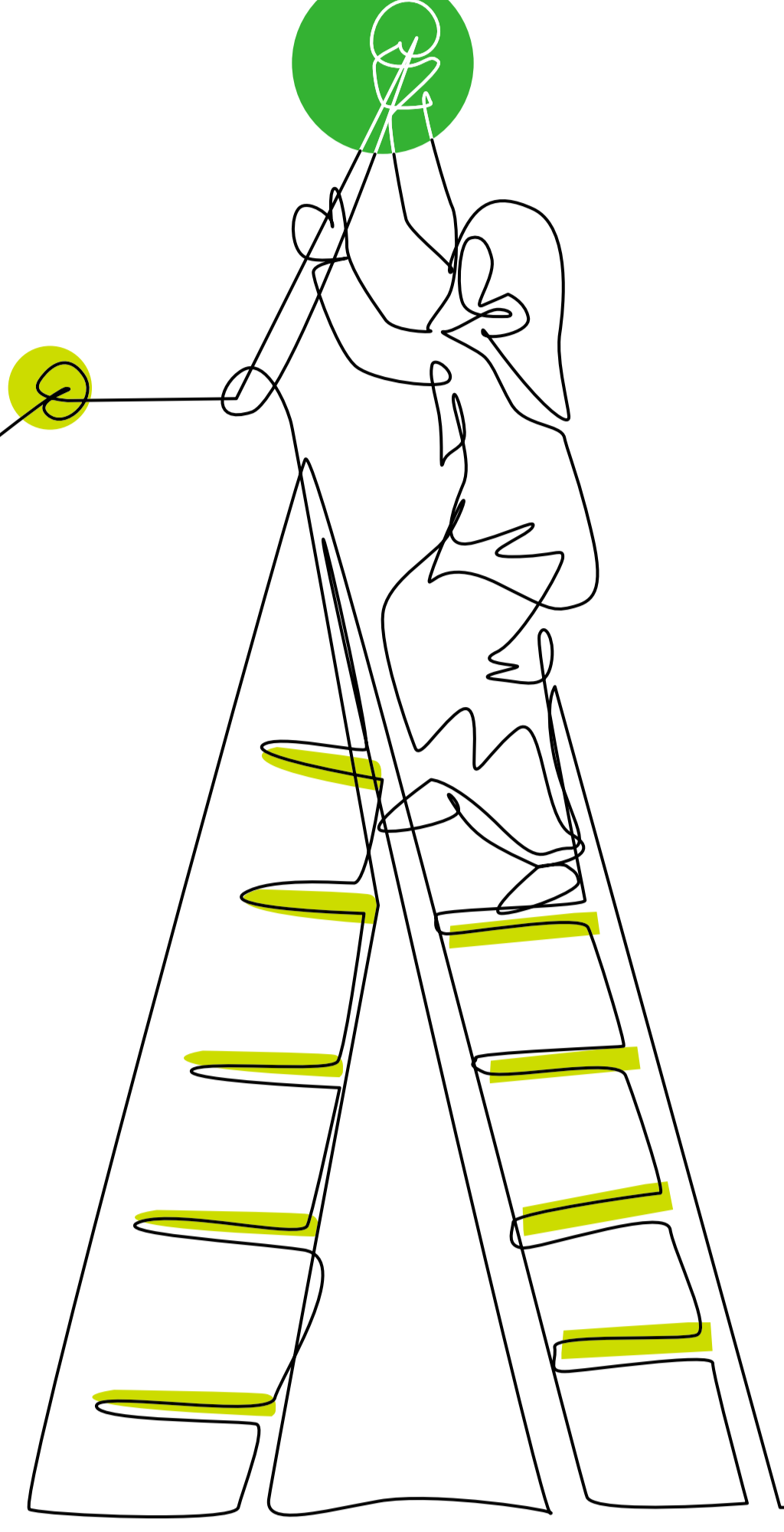
The role of rebate strategists is gaining popularity as an increasing number of businesses recognize the importance and potential of rebates in creating a robust supply chain. These experts can add significant value to companies by enhancing and maximizing the effectiveness of their rebate programs. In this checklist, we will examine the various steps a rebate strategist can take to improve their company's value.

## 1

### Focus On Driving Margin and ROI

The primary objective of a rebate strategist is often to boost profit margins and ROI. Rebates serve as a strategic incentive for companies to encourage customers to purchase a more lucrative volume or mix of products.

To accomplish this goal, a rebate strategist may assess a company's product offerings to identify profitable ways to bundle them. For example, if a company's low-margin products are selling rapidly while their high-margin products are struggling, the strategist may create a rebate program that incentivizes customers to buy a mix of both low- and high-margin products.

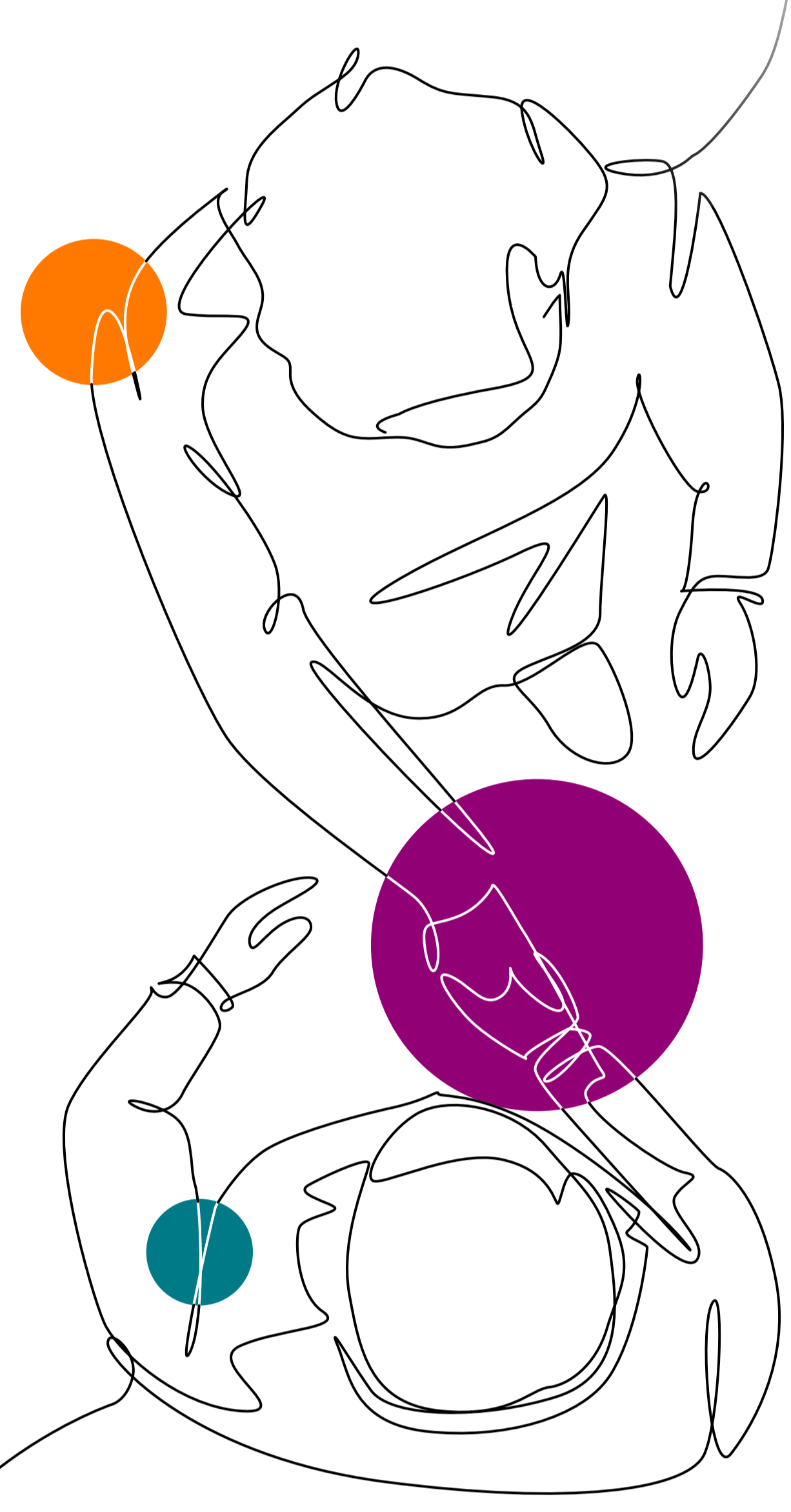


## 2

### Strengthen Trading Relationships

If you want to establish robust strategic partnerships or sustain the wellbeing of your current relationships, rebate strategists are available to assist you. They are capable of designing strategic rebate schemes and trading agreements that incentivize and reward customers and partners, thereby fostering trading relationships' growth, development or stability.

To fully leverage this advantage, teams should collaborate with their rebate strategists to evaluate trading relationships and align on objectives. This will provide the rebate strategist with the necessary context to formulate a rebate program that aligns with the company's specific goals.

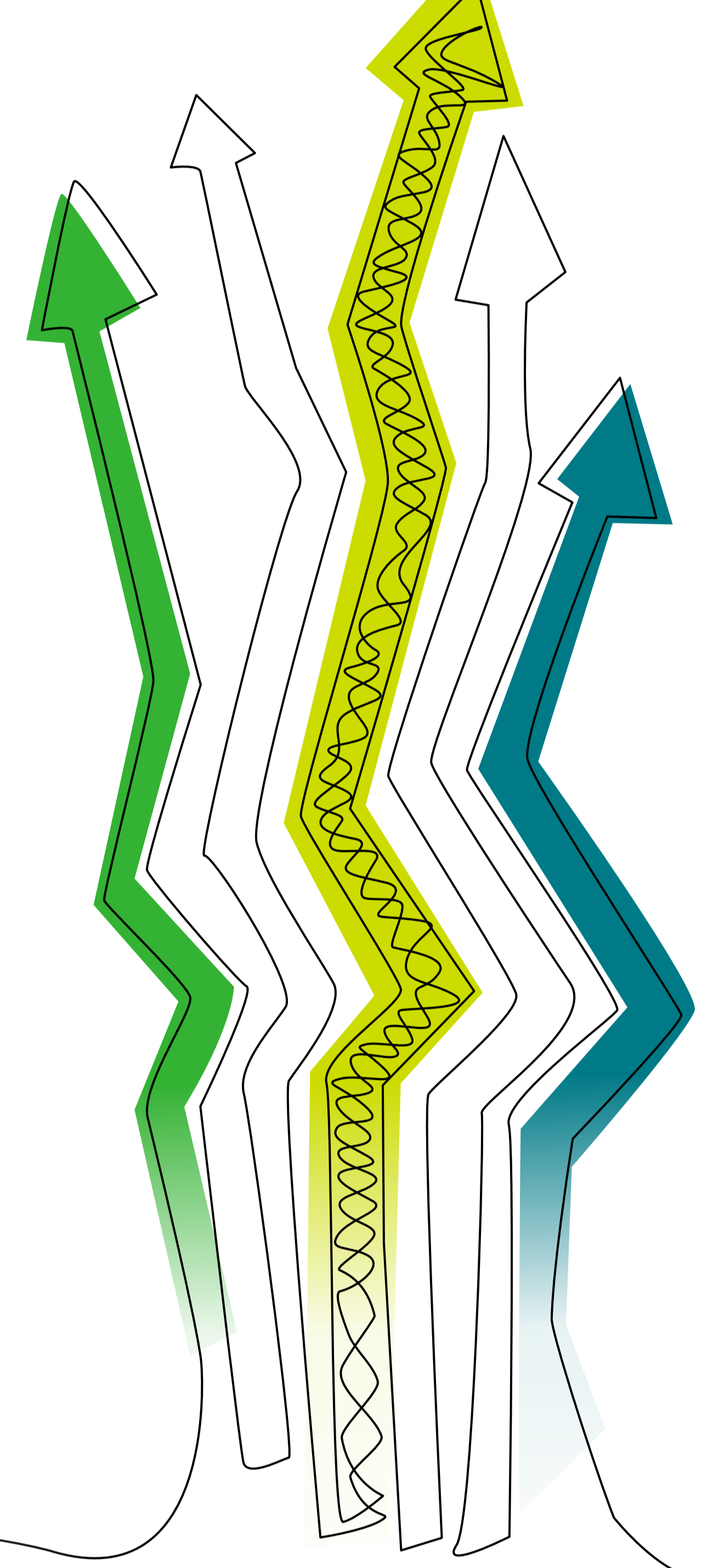


## 3

### Increase The Frequency and Volume of Sales

Implementing a well-designed rebate program can significantly enhance both the quantity and regularity of your product sales. If your goal is to encourage customers to buy more of a specific product or range, rebate strategists can create a volume rebate program that offers rewards to customers who achieve specific purchase targets.

In addition, if you seek more predictable sales, rebate strategists can develop rebate programs that incentivize multiple purchases within a defined time frame, incentivizing your trading partners to make purchases according to your preferred schedule.

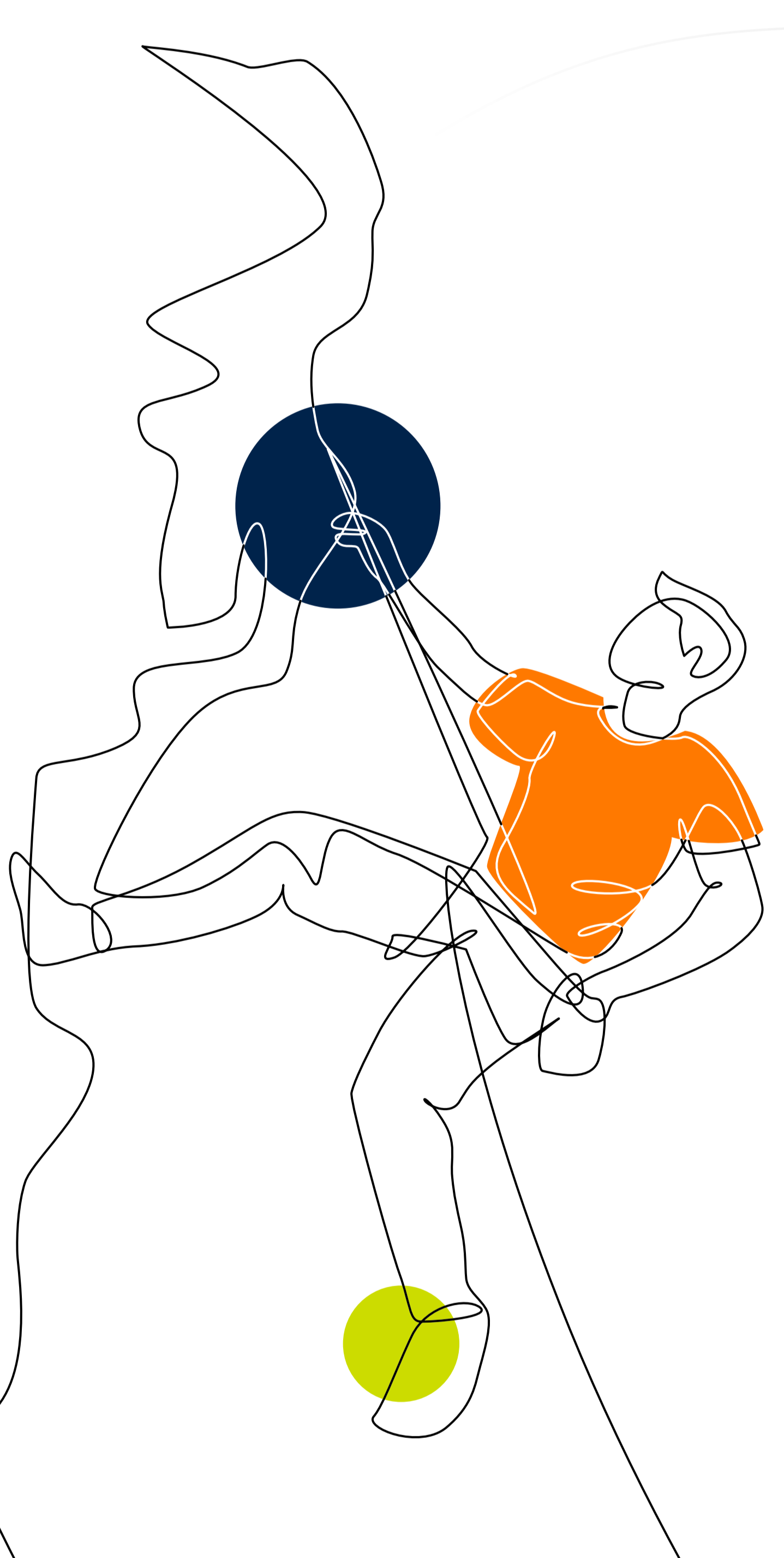


## 4

### Compete Strategically Against Adverse Market Conditions

Recent years have taught us that the market can be unpredictable, with fluctuating demand and unstable supply chains. Consequently, many businesses are adopting a more strategic and proactive approach to their rebate programs by collaborating with rebate strategists to transform them into engines for growth and protection against uncertainty.

While it may be impossible to accurately forecast customer buying habits or the state of the supply chain in five years' time, a knowledgeable rebate strategist can offer valuable guidance, establish loyal partnerships and create a strong foundation for growth through well-designed incentives.

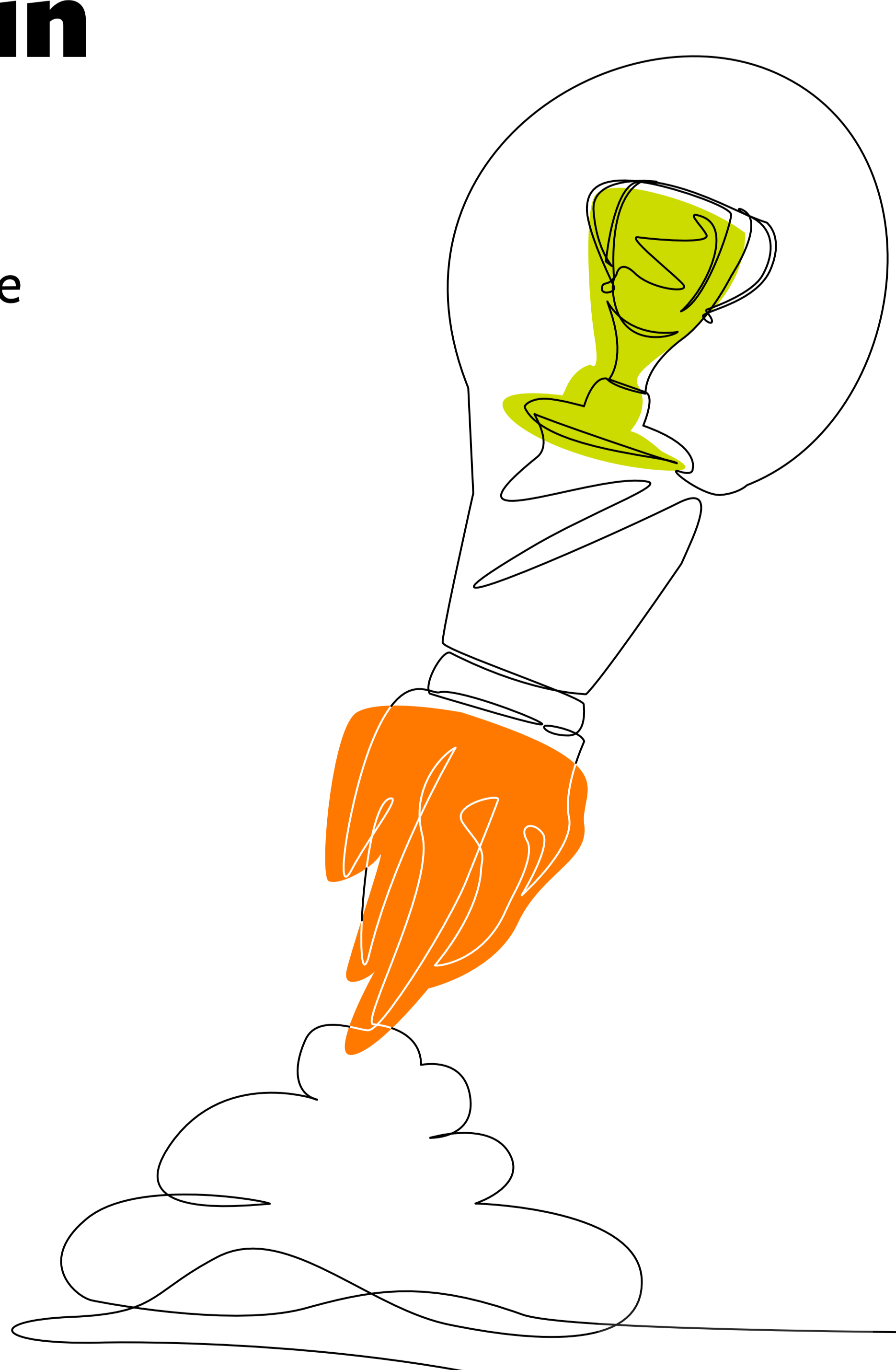


## 5

### Boost Product Launches and Gain a Foothold in New Markets

When introducing a new brand or product to the market, the competition can be fierce, and the risk of failure can be high due to the lack of credibility or an established customer base. This challenge is not limited to new businesses, as established companies may also face difficulties when entering new markets or shifting their product lines.

While some businesses can leverage their established customer base to explore new territories, others may be under pressure. To overcome these challenges, rebate strategists can design customized and targeted rebate programs that incentivize new customers and maximize the launch momentum. Even helping to establish and strengthen new connections in unfamiliar industries.



**We've developed some great resources designed to help reactive rebate managers grow into proactive rebate strategists.**

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