



Kickstart Your Rebate Reset with Enable

What's a Rebate Reset

A rebate reset asks you to assess whether you're using rebates as a strategic engine for success in a way that personalizes incentives to drive behavior, increases margins and sales and mutually drives growth while rebuilding loyalty and trust between trading partners.

How to Perform a Rebate Reset



Step 1: Stop
Take a moment to pause your rebate programs. Pausing doesn't imply cancelling them entirely, but rather maintaining them while you step back to approach their deployment more thoughtfully and strategically.



Step 2: Reset
Reset your approach to rebates by asking critical questions about the efficacy of your current rebate programs. Determine if they adequately support all key customers or if adjustments are needed to better cater to their needs.



Step 3: Recognize
Acknowledge both your own and your customers' needs while leveraging technology to handle increasing complexity. Ensure alignment between pricing strategies and rebate programs to optimize effectiveness and efficiency.



Step 4: Recalculate
With the insights gained from the previous steps, develop and roll out new rebate programs that are measurable, effective and aligned with both of your goals. This recalibration is essential for deploying rebates strategically to achieve mutual success.

A Rebate Reset Success Story:

AAH, a leading UK pharmaceutical distributor, recognized the misalignment of their rebates with strategic goals. After they initially considered dropping rebates altogether to simplify operations, AAH instead chose to dive deeper, engaging directly with their customers to understand their needs and preferences. This revealed a crucial insight: 50% of AAH's customers were unclear about the rebate programs, signalling a significant opportunity for improvement.

By redesigning their rebate programs to align with the specific needs of their customers, AAH not only enhanced the strategic value of their rebates but also fostered stronger, more collaborative relationships. The result was not just financial savings – approximately £2 million – but also stronger, more productive partnerships and enhanced sales growth. AAH's experience underscores the potential of a well-executed rebate reset to drive mutual success and growth.

Attend Rebate Strategist University to learn the skills you need to successfully execute a rebate reset.

