The Power of Channel Rebates

In a recent Gartner survey,

Only **21%** of companies feel they track rebate payments effectively.

Even more surprising,

Only **10%** of those same companies measure the yield of their rebate programs.

There are sound business reasons why companies engage in the practice of rebates

Primary rebate drivers include:

Avoiding up-front discounts and paying out only against **attained performance**

Driving **top-line dollars** and increasing **market share** by:

- Rewarding channel partners for larger market share
- Rewarding volume and value tier attainment
- Leveraging cross-sell opportunities to push new and old products

Improving **channel sales** efficiency through:

- Fast and accurate POS data reconciliation validated against rebate programs to ensure quick and correct payments
- Standard processes to resolve claims and disputes
- Enabling visibility into progress toward attaining rebate tiers
- Masking end customer prices from multi-tiered reseller chains to avoid price abuse in the market

Implementing and tracking an effective **rebate management** program allows companies to:

- **Shape** customer and channel purchasing behavior and **influence** market share
- **Analyze** which programs are yielding the best result and **invest** in those programs
- **Eliminate** incentive overpayments
- **Calculate** accruals accurately
- **Improve** financial controls

See how to make rebate management solutions add up for your business

Download the eBook

How Vistex Adds Value

With the rising cost of customer acquisition, the rapid pace of innovation and intense competition for market share, high tech companies must monitor program performance, drive demand and protect margins for critical revenue growth. Vistex enables high tech companies through an integrated solution that manages the full breadth of direct and indirect channel management including CDM, contracts, pricing, ship & debit, rebates, Co-op & MDF, incentives and IP royalties. High tech companies can now improve profitability through automation of complex programs, insights into program performance, incentive calculation accuracy, overpayment avoidance, increased compliance, streamlined reimbursements, and better manage the entire revenue management lifecycle.

About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

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