



Rebate Management

# Power incentive programs & gain end-to-end visibility with the #1 CRM.

With Rebate Management, your B2B business can reliably scale incentive programs, nurture trusted channel partner relationships, and drive channel sales with a single source of truth.

## EMPOWER YOUR SALES TEAMS

Offer your sales teams a unique edge, and equip teams with the full range of information they need to achieve results. Also, see how your sales teams can:

- Build and scale reliable and transparent incentive programs.
- Gain visibility into the entire rebate lifecycle, from program setup to payout approvals.
- Quickly identify cross-sell opportunities.

## INCENTIVIZE YOUR PARTNERS

Go beyond empowering just your sales teams. See the simple steps you can take to keep your channel partners more engaged than ever before with easy ways to:

- Share threshold attainment with partners via partner portals.
- Maintain transparency into program performance.
- Choose rewards that drive better behaviors.

## OPTIMIZE YOUR BUSINESS

As a business leader, it's crucial that your rebate programs are running smoothly. Rebate Management offers you a unique opportunity to optimize your programs and:

- Develop mutually-beneficial incentive programs.
- Drive top-line growth and channel sales.
- Reduce mistakes and eliminate overpayments.

## What makes rebate management different?

### BUILT ON THE CUSTOMER 360

Gain control of your end-to-end incentive strategy, now within a single trusted platform. No point solutions required.

### FLEXIBLE DATA MODEL

Trust that programs, calculations, and payouts are error-free with a flexible data model. No spreadsheets needed.

### FAST TIME TO VALUE

Out-of-the-box templates and pre-built dashboards mean you can get up started fast. No re-implementation necessary.



“Salesforce’s Rebate Management solution modernizes the rebate management process – helping B2B businesses automate, scale, and leverage AI-driven insights for better and faster decisions. We’re excited to bring Rebate Management to sales, finance, and partner ecosystems to gain market share, boost sales, and recoup revenue.”

ERIC KAESE | PRINCIPAL, DELOITTE CONSULTING LLP

# Rebate Management adds value to a variety of industries:

## MANUFACTURING

Manufacturers can now leverage a single platform to capture and analyze top-line and bottom-line business performance. Rebate Management empowers manufacturers to:

- Scale incentive programs, reduce manual processes, and drive top-line growth.
- Gain a holistic, accurate view of channel sales, business performance, and demand forecasts.
- Securely share incentive program information and build trust with channel partners.

## CONSUMER GOODS

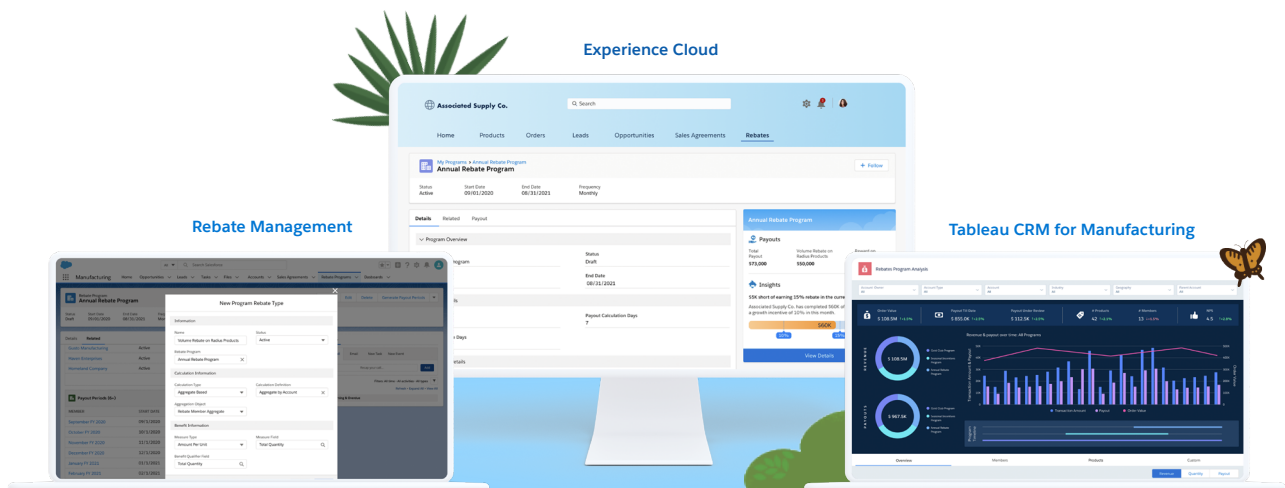
Consumer goods companies can plan and execute rebate programs with channel partners all on a single platform. Rebate Management empowers consumer goods sales teams to:

- Drive transparency with a real-time, holistic view of rebate programs aligned to sales agreements.
- Provide sales managers with program performance insights to drive and reward desired channel behavior.
- Deliver top-line growth by promoting bigger baskets and regular purchasing with tiered growth rebates.

## AUTOMOTIVE

Automotive companies can manage incentive programs across the dealer network, now all on a single platform. Rebate Management empowers automotive companies to:

- Securely share incentive program information with the dealer network.
- Optimize incentive programs to drive top-line and bottom-line benefits.
- Model dealer and consumer incentives in one platform.



## Rebate Management pairs great with:

### EXPERIENCE CLOUD

- Securely share incentive program performance with channel partners.
- Develop trusted, mutually-beneficial partner relationships.
- Provide attainment, payout, and program visibility with a single source of truth.

### TABLEAU CRM FOR MANUFACTURING

- Analyze incentive program performance and ROI within the CRM.
- Optimize and improve profitability of key incentive programs.
- Find actionable insights and recommendations for account teams and channel partners.