

Turn rebates into a revenue growth machine

Fielo's Rebate Management empowers brands with the flexibility to inject innovation and revenue growth into their rebate programs.

Configure rebate models without IT involvement, based on partner / dealer / contractor attributes such as type - tiers, revenues, industry, country and so on. *Switch from spreadsheets or legacy systems to Fielo Rebate Management and make rebates a revenue growth pricing strategy.*

Transactional Rebates: Automate the simplest rebate model based on each transaction, whether calculated by unit or value. Define participating partners/dealers/contractors, product SKUs or categories, time period and payout value. Set payout caps. Add accelerators. Manage returns. Provide realtime payout updates as deals are closed.

Goal Setting: Set goals for your channel partners to achieve. Rebates might start being paid out once channel partners reach a certain amount (dollar or quantity) of product sales. And rebate payouts can be calculated according to how much they exceed your goal.

Behavior-Conditional: Combine sales transactions with selling behaviors that drive deals. For example, a product-sale rebate can be conditioned (or increased) on the basis of your channel partners registering deals or generating the lead for deals.

Rebate Stacking & Capping: Channel partners can stack multiple rebate incentives for a deal. For example, they could apply both a volume-based rebate and a conditional rebate (rebate for selling into a specific vertical industry market). You set the maximum rebate payout using Capping, either as a percentage or fixed amount, to maintain profit margins.

Rebate Planner: Give partners/dealers/contractors visibility of the rebates available to them, including the potential payouts, based on their current pipeline.

Engagement: Drag & Drop Fielo's Lightning Web Components directly into your existing Salesforce CRM or PRM to show account managers and partners eligible rebates and payout calculations.

12 automation benefits:

1. Channel Satisfaction

Enable your partners/dealers to plan better deal closures

2. Accelerate New Deals

Incentivize behavior drivers and close more deals

3. Know-Your-Customer

Get access to valuable data on customers and partners/dealers

4. Reduce Errors

Get rid of complex spreadsheets and stop 10% under/overspend

5. Increase Data Accuracy

Fielo connects natively to data in your Salesforce org

6. Reduce Effort

Save hours manually preparing

7. Improve Governance

Satisfy audit requirements

8. Visibility

Realtime access to rebate performance and revenue ROI

9. Rebate Configuration

Business can configure rebates

10. Lower Cost

Fast onboarding. No maintenance

11. Feature Updates

Continuous product improvements

12. SaaS Advantage

Fast onboarding. No maintenance.

Multiple rebate models to drive channel sales:

Flat Rebates

Attributes: Fixed amount, Percentage of sales order

Levers: By SKU, By Product Category or Product Bundle

Calculation Model: Apply rebate by each unit or order value

Example: Partner sold 2,000 units x \$2.50 = \$5k rebate

Example: Partner sold \$100,000 x 2.5% = \$2.5k rebate

Calculation Model	Rebate
Every SKU	\$2.50
SKU order value	2.5%

Volume-based Rebates

Attributes: Per Unit, By Block of Units or Percentage

Levers: By SKU, By Product Category or Product Bundle

Calculation Model: Apply rebate by the number of units sold or on achieving a block threshold or by the total order value

Example: Partner sold 750 units x \$4 = \$3k rebate

Example: Partner achieved 999 sales = \$2k fixed rebate

# of Units	Rebate \$	Unit Thresholds	Rebate \$
100-499	\$2.00	499	\$1k
500-999	\$4.00	999	\$2k

Value-based Rebates

Attributes: Revenue (fixed by thresholds or percentage calculation)

Levers: By SKU, By Product Category or Product Bundle

Calculation Model: Apply percentage or fixed rebate based on total order value

Example: Partner sold \$75k x 4% = \$3k rebate

Example: Partner achieved \$99k threshold = \$4k rebate

Total Order Value \$	Rebate %	Threshold Value \$	Rebate %
\$30k-49k	2%	\$49k	2%
\$50k-99k	4%	\$99k	\$4k

Growth-based Rebates

Attributes: Revenue or Units

Levers: By SKU, By Product Category or Product Bundle

Calculation Model: Apply rebate by percentage revenue growth or total of units sold above target

Example: Partner grows total revenue by 4% = \$2k rebate

Example: Partner sold 200 units above target = \$1k rebate

% Revenue Growth	Rebate \$	Over target Units sold	Rebate \$
2%	\$1k	100	\$500
4%	\$2k	200	\$1k