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Redefining Rebates: Shifting Perceptions to Unlock Value

Kevin Betts

Senior Advisory Manager, Enable

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What is a Rebate?

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Defining Rebates

What is a Rebate?

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what is a rebate?

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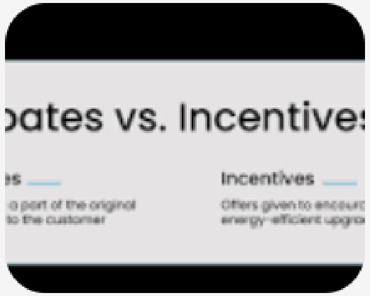
AI Overview

A rebate is a form of delayed sales incentive where a customer receives a partial refund of their purchase price after completing a sale, typically by submitting proof of purchase and other required details. Unlike an instant discount, a rebate's reward comes later, offering a financial incentive for specific consumer behaviour and can be paid in cash, vouchers, or prepaid cards. Businesses use rebates to stimulate sales, maintain product value perception, gather valuable customer data, and foster loyalty.



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Defining Rebates

What is a Rebate?

Microsoft Bing

what is a rebate?

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A **rebate** is a **credit or refund paid to a buyer** for a portion of the amount paid for a product or service. It acts as an incentive to encourage purchases and is typically offered after the sale is completed, unlike discounts which are applied at the point of sale.

Rebates can also be seen as a marketing strategy used by manufacturers or service providers to boost sales and customer loyalty.

Defining Rebates

What is a Rebate?

ChatGPT 5

Share

what is a rebate?

A **rebate** is a type of financial incentive that a seller gives to a buyer after the purchase usually as a partial refund or credit, based on agreed conditions. Unlike an upfront discount (which reduces the price at the point of sale), rebates are typically retrospective — the buyer must first pay the full price, and then later receive money back once certain targets or criteria are met.

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And that's why everyone LOVES rebates…

- Retrospective
- Conditional
- Mutually Beneficial

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Rebate Lovers, Sceptics, and Haters

The only way to stay profitable in this channel.

A flexible tool for innovation.

A source of mutual value with our trading partners.

The glue that binds our trading relationships.

A vital tool for protecting margins.

A trust-builder when done right - a trust-breaker when done wrong

A lever we use, but don't always understand

Our biggest blind spot - and potentially our biggest opportunity

Something that's grown too complicated to be useful

A strategic lever we haven't fully optimised

A cost of doing business. A necessary evil

A battleground between sales and finance

A compliance risk waiting to happen

An administrative burden

An unnecessarily complex way to price our products

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Four Types of Rebate

Zero Sum

Margin Protection

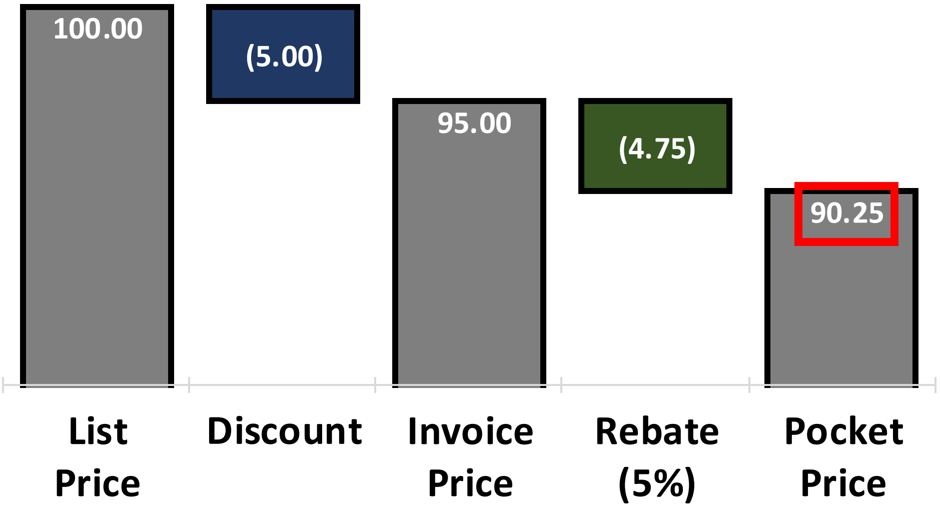
Incentive

Go To Market

Zero Sum Rebates

Before…

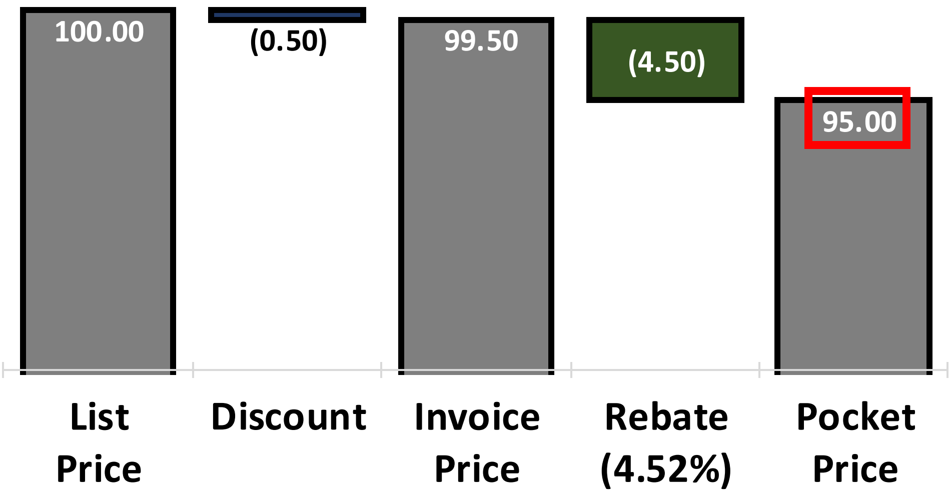
After…



Margin Protection Rebates

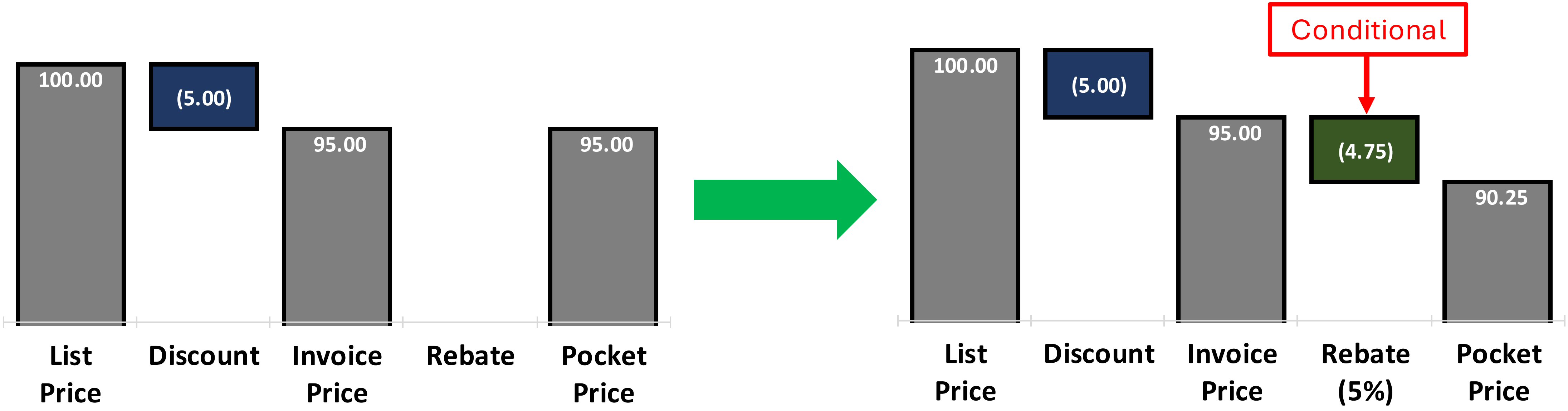
Before...

After...



Incentive Rebates

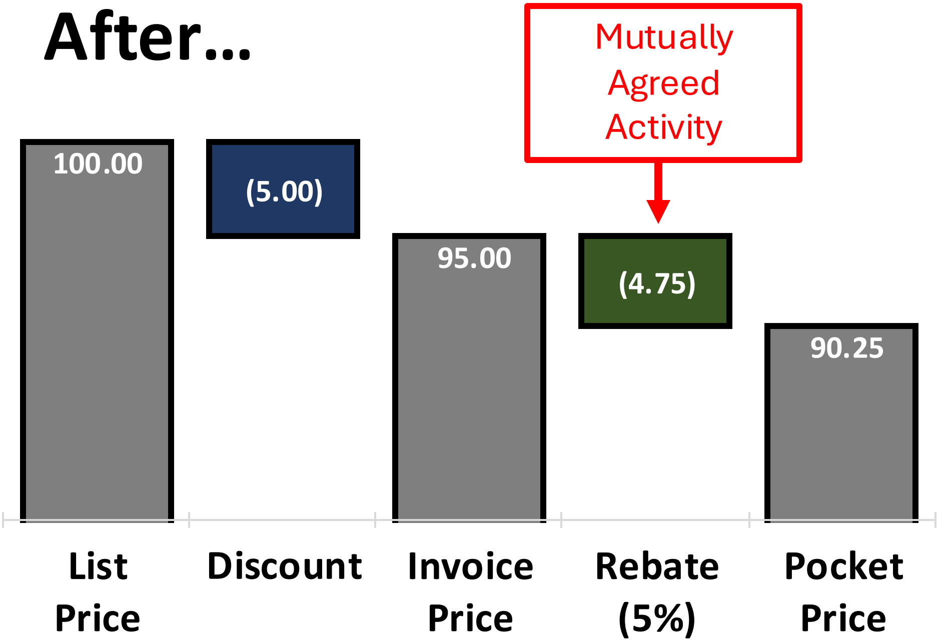
Before... After...



Go To Market Rebates

Before...

After...



Four Types of Rebate

Zero Sum

Margin Protection

Incentive

Go To Market

Imposed

One-sided

Transactional

Intentional

Mutually beneficial

Strategic

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Incentive Rebate

Incentivising Consistency

RATIO OF PURCHASE ORDERS

30:70

First Half : Second Half

Operationally Inefficient for the supplier:

- Staff and resources underutilised in the first half of the month.
- Staff and resources insufficient in the second half of the month – agency staff, overtime.

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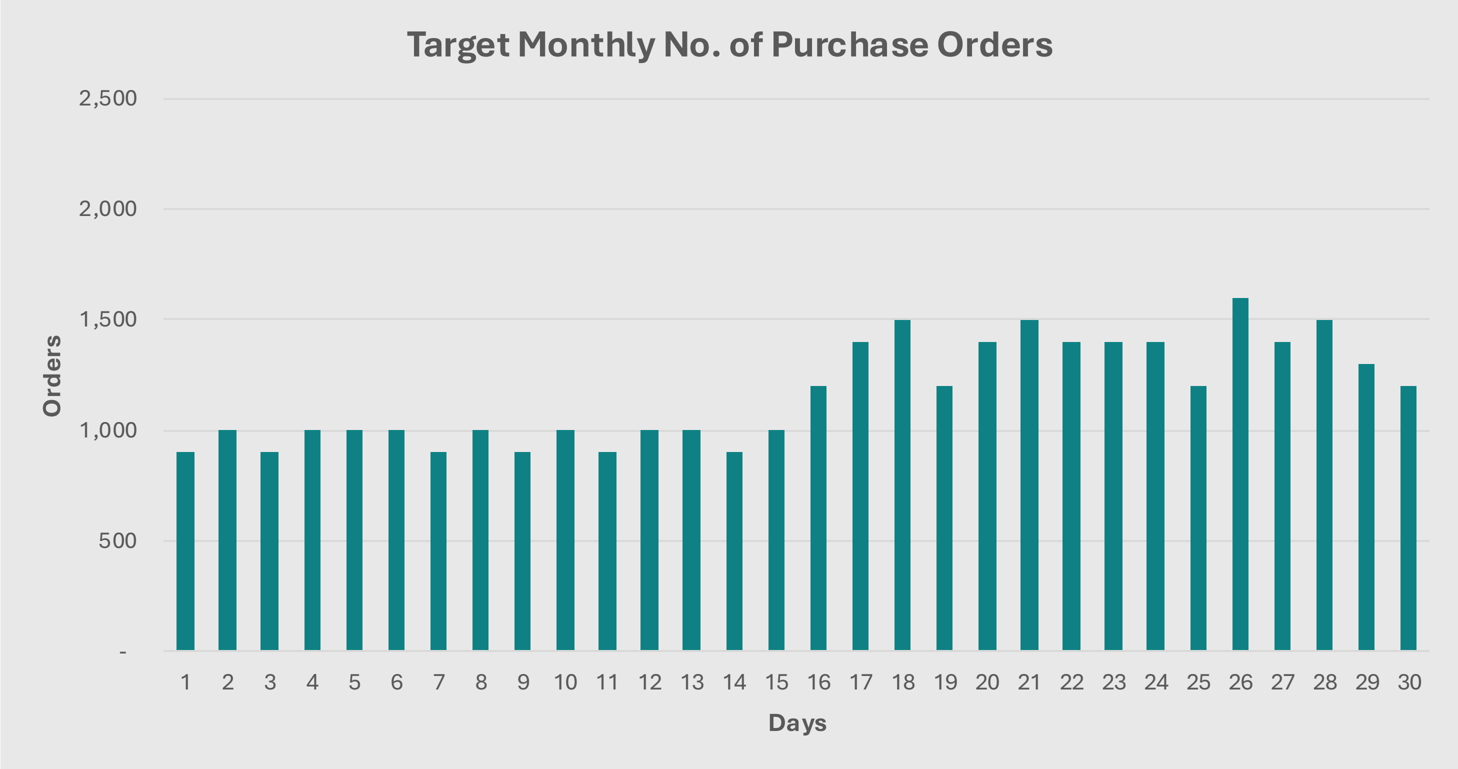
Incentivising Consistency



RATIO OF PURCHASE ORDERS

45:55

First Half : Second Half

"A rebate of 2% will be paid on total monthly purchases, when the ratio of purchase order placed in the first half of the month to the second half of the month is no greater than 45:55".

Mutual Benefit – The Seller is more operationally efficient and therefore more profitable. They can share that efficiency with the Buyer in the form of a rebate.

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In Summary

- Rebates need to adapt in a changing world.
- Not everyone loves rebates.
- Good rebates are mutually beneficial.
- When redefining rebates…

Investment > Cost

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Thank You

Kevin Betts

Senior Rebate Advisory Manager

Enable