



Shine a Light on Managing Vendor Incentives

Stop Leaving Money on the Table

You have many vendors to manage, and countless incentive programs. It's complex and always changing, but somehow you have to decide which programs have the best ROI and communicate that to the sales teams, because choosing the right program at the right time directly affects your bottom line.

Managing this level of complexity with limited resources and static spreadsheets is like fumbling in the dark. It's nearly impossible to see which programs are the most profitable, and to track incentives and rebates to see if your sales teams are focusing on the right ones.

Maximizing Your ROI Means you Must:

- Have real-time visibility into all programs
- Optimize funds
- Track profitability and execution

If you can't do these three things cost-effectively, you're leaving money on the table.

Q2E Shines a Light on Vendor Incentive Management

With Q2E Resellers' Vendor Incentive Management, you gain a global, dynamic view of all your vendor programs. You'll see what's happening today, so you can make real-time decisions about where to focus your sales efforts.

Plus, you gain the insight and data so you can influence the timing of upcoming vendor campaigns. Let's say they want to launch a big promotion in Q2, but it's a bad time, because it competes with other programs and won't gain traction. You can go to your vendor armed with that insight to help influence the timing of campaigns, which is good for you *and* for your vendor.

Never miss out on these opportunities again:

- Critical funding targets
- Volume price thresholds
- Incentive-based acceleration programs

Five ways Q2E helps you manage vendor incentives:

- 1 Provides a single source of truth for all vendor incentives
- 2 Gain the insight to prioritize incentives that maximize your ROI
- 3 Improve ability to focus limited resources on the right programs
- 4 Optimize decision making by more effectively communicating incentive information
- 5 Hold internal teams accountable for executing the funding plans

For more information, contact us:

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About Q2E

Q2E began with the mission to develop simple, innovative solutions that allow companies to engage, measure and scale their sales through their partner ecosystem. Specifically, our solution for Vendor Incentive Management shines a light on the right information for the reseller, in real-time, through actionable intelligence.