

# Is the Debate on Rebate Overrated?

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*A channel marketer's point of view*

*March 2020*

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# As marketers, we are storytellers...

- Stories that **drive preference**
- Stories that appeal to **both rational and emotional brain**



Show me the MONEY!

For the longest time, the story about **channel partnerships** has largely focused on a **single aspect...**





However, research suggests that...

**Rebate is only half the story!**

Source:  
Partner Path – 5 stages of the Partner Journey  
Canalys – Building “ecosystems” in the channel

**Complete** your story with a **holistic approach** to channel partnerships based on...



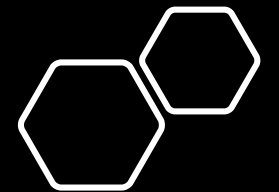
- 1 Strategic alignment and financial health of the vendor
- 2 Focus on innovation – technology and business models
- 3 Marketing firepower towards demand creation and brand building
- 4 Field readiness through enablement support
- 5 Sales acceleration programs and incentives



Gentle reminder for ALL  
channel professionals...



Lead with the **whole  
story** and make a leap  
towards **glory!**



# Thank you

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