

Trade Terms & Commercial Policy

Trade spend is often the second-largest item on a manufacturer's P&L, yet it is frequently managed through "legacy" agreements that lack accountability. Within our **Revenue Growth Management** pillar, **ahatis** brings data-driven discipline to your commercial policy. We help you move away from unconditional "on-invoice" discounts toward a transparent, tiered system where rewards are earned through verified execution and growth.

Our Trade Terms & Commercial Policy framework includes:

- **Pay-for-Performance (P4P) Design:** We build structured agreements that link retailer discounts to specific outcomes, such as data sharing, shelf-space commitments, promotional execution, and volume growth targets.
- **Commercial Policy Audit & Cleanup:** We identify "accrued" legacy terms and hidden "waterfall" leaks that no longer serve your business goals, providing the roadmap to renegotiate terms that protect your bottom line.
- **Incentive Tiering:** We create "Good-Better-Best" investment tiers that reward your most strategic and efficient partners, ensuring your trade budget is disproportionately allocated to the retailers driving the highest ROI.
- **Compliance & Execution Tracking:** We implement the analytics necessary to monitor retailer adherence to agreed terms, ensuring that "Pay-for-Performance" actually results in the performance paid for.

Why ahatis is the Strategic Choice

We turn trade spend from an "entitlement" into a "strategic investment." By applying our analytical rigor to your commercial contracts, we ensure that your trade terms act as a catalyst for growth rather than a drain on your profitability.