

# Trade Terms & Commercial Policy

## DETAILED OVERVIEW

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 •

<p><b>01</b></p> <p><b>Pay-for-Performance (P4P) Design</b></p> <p>We build structured agreements that link retailer discounts to specific outcomes, such as data sharing, shelf-space commitments, promotional execution, and volume growth targets.</p>	<p><b>02</b></p> <p><b>Commercial Policy Audit &amp; Cleanup</b></p> <p>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.</p>	<p><b>03</b></p> <p><b>Incentive Tiering</b></p> <p>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.</p>	<p><b>04</b></p> <p><b>Compliance &amp; Execution Tracking</b></p> <p>We implement the analytics necessary to monitor retailer adherence to agreed terms, ensuring that "Pay-for-Performance" results in the performance paid for.</p>
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THE AHATIS ADVANTAGE

**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.