



# **THE REWARDS CONNECTION**

*Another Hotline to Extra Profits*

## **2010**

The Rewards Connection is a semi-annual rebate program for retailers designed to increase sales through the execution of consistent product placement and incremental promotional sales at the store level. Retailers achieve increased profits by focusing on products that have proven track records and efficiently distributing new items. The result will be higher profitability for everyone.

Targeted participants are retail customers with high-volume sales potential for maximizing rebates and major vendors that offer product lines with high-volume sales potential for the retailers.

ADC sales personnel will recognize and emphasize products offering high volume sales potential from participating vendors.

ADC set team members will prioritize tagging those products of participating vendors offering high volume sales and profit potential.