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## Product transfer resale transactions

The Product Transfer Resale Transaction is used primarily by distributors, wholesalers, and resellers to share detailed information with manufacturers or suppliers about the movement of their products. This includes data on sales, returns that are eligible for rebates, transfers, and sometimes non-physical movements, helping manufacturers gain visibility into how their products are performing across different locations and customer segments.

For example, a distributor may send a product transfer resale transaction after selling a product to an end customer, allowing the manufacturer to process a rebate based on those sales. In some cases, the product transfer resale transaction may be used alongside promotional programs or contractual agreements.

While the product transfer resale transaction is similar to product activity data, it provides a more comprehensive and detailed view of inventory movement. It captures not only product sales and transfers between locations but also includes insights into sales to end customers and instances of lost demand or unfulfilled orders. This expanded scope makes it an essential tool for rebate validation, as well as for inventory analysis, demand forecasting, and sales performance tracking.

Product transfer resale transaction can be triggered by specific events (e.g., a

product sale) or sent on a regular schedule (e.g., weekly or monthly reports). Once received, the manufacturer typically sends a functional acknowledgment to confirm successful receipt.

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