

DIGITAL CARD - RESELLER HANDBOOK

Reseller ke liye selling, onboarding, support aur renewal guide

For Referral Partners, Authorized Resellers & Channel Partners

Hindi + English Bilingual Edition

1. Reseller ka role / Your Role

Aapka main kaam local businesses ko Digital Card ka demo dena, sahi plan suggest karna, customer details collect karna, basic onboarding me help karna aur renewal follow-up karna hai.

English: Your role is to demo the product, recommend the right plan, collect customer data, assist onboarding and follow up for renewals.

Product ko 20 second me kaise explain karein

“Digital Card ek smart business link hai jisme customer ko Call, WhatsApp, Save Contact, Services, Products, Gallery, Enquiry aur QR ek hi jagah milta hai.”

English: Digital Card is a smart business link that combines contact actions, services, products, gallery, enquiries and QR in one place.

2. Reseller Onboarding Process

Reseller se active selling tak

1

Reseller registration: name/company, city, mobile, email aur business details submit karein.
English: Submit reseller identity and business details.



2

Commercial terms samjhein: selling price, margin, payment, support aur renewal rules.
English: Understand pricing, margin, payment, support and renewal rules.



3

Apna reseller code aur demo card receive karein.
English: Receive your reseller code and demo card.



4

Product + plan training complete karein.
English: Complete product and plan training.



5

Customer ko live QR demo dikhana start karein.
English: Start showing live QR demos to prospects.



6

Order details central admin ko bhejein.
English: Send customer order details to central admin.



7

Activation ke baad customer ko login/QR handover karein.
English: Hand over login and QR after activation.



8

Renewal list maintain karein.
English: Maintain your customer renewal list.

3. Plans aur Margin / Plans & Suggested Margin

Plan	Customer Price	Reseller ko kya sell karna hai
Starter	₹1,499/year	Basic professional digital identity
Business	₹2,999/year	Growing business + more content/tools
Growth	₹4,999/year	Premium branding + full templates + custom-domain workflow
Partner Type	Kaam	Suggested Margin
Referral Partner	Lead deta hai; setup/support central team	20%
Authorized Reseller	Closing + basic onboarding	30%
Channel Partner	Volume sales + first-level support	40%
White-label / Agency	Custom commercial agreement	Custom

Margin final agreement ke hisaab se hoga. Tax, payment charge ya special discount ka treatment central commercial policy me define hoga.

English: Final margin follows the signed commercial agreement; tax, payment charges and special discounts should be defined centrally.

4. Customer Order SOP

Har sale me ye process follow karein

1

Customer ka business type aur need samjhein.
English: Understand business type and need.



2

Demo dikha kar plan finalize karein.
English: Show demo and finalize plan.



3

Name, mobile, email, logo, business name, address, services/products data collect karein.
English: Collect customer and business data.



4

Payment/commercial confirmation lein.
English: Obtain payment/commercial confirmation.



5

Central admin ko order + data bhejin.
English: Send order and data to central admin.



6

Account activation ke baad card test karein.
English: Test the card after activation.



7

Customer ko basic training dein.
English: Give basic customer training.



Support aur renewal date note karein.
English: Record support and renewal date.

Customer Data Checklist

- Customer name + mobile + email
English: Customer name, mobile and email
- Business name + designation
English: Business name and designation
- Logo/profile image
English: Logo/profile image
- Address + map link
English: Address and map link
- WhatsApp number
English: WhatsApp number
- Services/products + prices
English: Services/products and prices
- Social links
English: Social links
- Selected plan
English: Selected plan

5. Reseller Sales Script

“Aap apne customer ko ek QR ya link bhejiye. Usme aapka complete business profile, WhatsApp, location, products/services aur enquiry option ek hi jagah milega. Ye normal visiting card se zyada useful hai kyunki details update bhi ki ja sakti hain.”

English: Share one QR or link containing the complete business profile, contact actions, catalogue and enquiry options, with editable details.

6. Support Responsibility

Issue	Reseller L1	Central Team L2
Data change kaise karein	Customer ko panel use sikhayein	Technical issue ho to escalate
Logo/image problem	Correct file collect/check	Upload/runtime issue solve
QR/WhatsApp test	Basic testing	Code/server issue
Plan/limit question	Pricing sheet se explain	Admin configuration
Custom domain	Customer se domain details lo	DNS/hosting verification + approval
500/server error	Screenshot + exact URL collect	Technical diagnosis

7. Renewal Process

Expiry se 30 din pe first reminder, 15 din pe follow-up aur 7 din pe final renewal reminder karein. Renewal ke baad customer ko confirmation bhejin.

English: Send renewal reminders 30, 15 and 7 days before expiry and confirm after renewal.

Reseller ko kya nahi promise karna hai

Automatic reseller wallet, automatic commission settlement, self-service license generation, automatic DNS setup aur full payment gateway tab tak promise na karein jab tak central team officially release na kare.

English: Do not promise unreleased reseller automation or payment/DNS features.