VILMA E TECHNOLOGIES

GROWTH PARTNERS

Complete Sales & Business Development Training Manual

Grow Together. Earn Together. Build Together.

ENGLISH EDITION

Partner onboarding • Customer conversations • Sales process • Commission • Ethics • Assessment

How to Use This Manual

This manual is the standard training guide for VILMA Growth Partners. Read each module in order, practise the scripts, learn the approved product information, and complete the assessment before approaching customers independently.

Use only current VILMA-approved product demonstrations, brochures, pricing and quotations. If a feature, price, delivery date, warranty or support commitment is not confirmed, tell the customer that you will verify it with the VILMA team.

Partner Commitment

I will represent VILMA honestly, understand customer needs before recommending a solution, protect customer information, register leads correctly, use official payment channels, and make only approved commitments.

Module 1 – Know VILMA

Company introduction

VILMA E TECHNOLOGIES is a growing technology company focused on business software and IT solutions. Its offerings include billing and inventory software, VILMA Kanakku, website development, customised software and business automation, subject to the current approved product and service catalogue.

Our positioning

VILMA aims to understand each customer's business requirements, demonstrate available solutions and assess additional requirements through its technical team. Do not present VILMA as larger or more established than it is.

What every partner must know

Know the official company introduction, current product list, approved demo, official contact details, lead-registration process, current pricing and escalation contact.

Partner introduction

“Hello, I am representing VILMA E TECHNOLOGIES as a Growth Partner. We provide billing, inventory and customised software solutions for businesses. May I understand how you currently manage billing and stock?”

Module 2 – Understand VILMA Solutions

Billing and inventory software

Explain only the features available in the current version. These may include billing, product records, stock tracking, reports and printing where supported. Confirm GST requirements, hardware compatibility, backup, multi-user access and integrations with the technical team.

VILMA Kanakku

Describe it only according to the currently released functionality for customer/account records, collections, interest calculations, payment tracking and receipts. Confirm rules, reports, access controls and compliance requirements before promising any capability.

Website development

Understand the business goal, target audience, pages, content, domain, hosting, forms, integrations, maintenance and desired timeline. Do not promise a price or launch date without approval.

Custom software and automation

Collect the customer's workflow, users, inputs, outputs, reports, integrations, priorities and constraints. The technical team must confirm feasibility, scope, estimate and timeline.

Recommendation rule

Do not assume every business needs the same product. Ask questions first, then recommend a relevant demo or technical discussion.

Module 3 – How to Approach Customers

30-second introduction

“Hello, we are from VILMA E TECHNOLOGIES. We provide billing, inventory and customised software solutions for businesses. May I ask how you currently manage billing and stock?”

Ask permission

Ask whether it is a convenient time to speak. Keep the first conversation brief. Avoid approaching during busy billing periods or interrupting customers.

Professional conduct

Dress neatly, introduce yourself truthfully as a VILMA Growth Partner, listen carefully, avoid arguing about competitors, and thank the customer even if they are not interested.

Module 4 – Find and Qualify Customers

Target business segments

Retail shops, supermarkets, auto spare parts, textiles, electrical and hardware stores, bakeries, sweet shops, hotels, wholesalers, distributors, rice mills and service businesses.

Five discovery questions

1. How do you currently create bills? 2. How do you track stock? 3. Which reports do you need regularly? 4. What is difficult in your current process? 5. Who approves a software purchase, and when would be a good time to follow up?

What is a qualified lead?

A qualified lead is a genuine business with a relevant need, an identified contact person, permission for follow-up and a clear next step. Record only necessary business contact information and handle it responsibly.

Suggested daily activity

As an initial guide, aim for 10–15 shop visits, 5–10 meaningful conversations, around 3 qualified leads and 5–10 follow-ups. These are activity suggestions, not guaranteed sales targets. Adjust for travel, territory and lead quality.

Module 5 – Build Trust and Prove Capability

Show real proof

Use the official VILMA website, company presentation, working software demo, approved screenshots and genuine completed-project examples shared with permission.

If the customer says “You are a new company”

“That is a fair question. VILMA is a growing technology company. We invite you to evaluate us through an actual product demonstration and verified examples of our work. Our technical team confirms requirements before we make commitments.”

If asked about the number of clients

Be transparent. Never invent customer counts, testimonials, certifications, office locations or team size. Share only verified references and completed work.

How to demonstrate capability

Show a real workflow, explain how requirements are collected, describe how technical questions are escalated, provide official company contact details and set realistic expectations.

Module 6 – Demonstrations and Objection Handling

Demo structure

1. Recap the customer's problem. 2. Show only relevant available workflows. 3. Invite questions. 4. Let the customer try the product where appropriate. 5. Explain limitations. 6. Record unanswered questions. 7. Agree the next step.

“We already have software.”

“That is absolutely fine. Is there anything in your current software or process that you would like to improve? If so, we can check whether VILMA has a suitable solution.”

“Your price is high.”

“I understand that budget is important. Let us identify the essential requirements first. I can ask VILMA to confirm whether there is a suitable option or scope adjustment.”

“I need time to decide.”

“Of course. I can share the relevant information. What would be a convenient date for me to follow up?”

“Can you customise it?”

“Please explain the change you need. I will record the requirement. Our technical team must confirm feasibility, effort, cost and timeline before we can commit.”

Competitor comparison

Never insult a competitor. Compare only verified features, scope, pricing and suitability. If you do not know an answer, say that you will confirm it.

Module 7 – Sales Process and Conversion

Seven-step process

Identify the business → introduce VILMA → understand requirements → register the lead → arrange a relevant demo → obtain an approved quotation → follow up and close.

Lead registration

Register every lead in the central tracker. Include date, business name, business type, town, contact person, requirement, lead source, partner name and next action. Check for duplicate leads.

Quotation and negotiation

Only VILMA-approved quotations, discounts, taxes, scope, payment terms and delivery commitments may be shared. Partners must not independently change commercial terms.

Closing question

“Does this demonstration address your requirement? Shall I arrange the next step so VILMA can confirm the scope and provide an official quotation?”

After the sale

Continue coordinating through official channels. Do not promise support beyond the agreed scope or leave the customer without a clear handover.

Module 8 – Commission, Bonuses and Recognition

Eligible commission base

Commission is calculated on the software amount actually collected by VILMA, after approved discounts, excluding GST, refunds and separately charged expenses. The signed Partner Agreement and approved product/service schedule govern.

Progressive monthly commission

Sales 1–2 in a calendar month: 10% each. Sales 3–5: 15% each. Sale 6 onwards: 20% each. Each sale receives the rate for its own tier; the higher rate is not applied retroactively.

Monthly performance bonus

5 eligible sales: ■2,000. 10 eligible sales: ■5,000. 20 eligible sales: ■10,000. Only the highest achieved milestone is paid, not cumulative. Eligibility and payment timing follow the signed terms.

Commission example

Assume six eligible sales, each with ■20,000 eligible collected software amount: 2 × ■2,000 + 3 × ■3,000 + 1 × ■4,000 = ■17,000 commission. This is an illustration only and assumes all six sales are eligible.

No recruitment commission

Commission is earned on the partner's own verified eligible sales, not on recruiting other partners. There is no multi-level recruitment commission.

Module 9 – Partner Rules and Customer Protection

Independent partner status

A Growth Partner is an independent commission-based sales associate, not automatically a shareholder, company owner, legal equity partner or employee. Any different status requires a separate written agreement.

No authority to bind VILMA

Do not sign contracts or promise features, discounts, warranties, delivery dates, refunds or support commitments on behalf of VILMA without written approval.

Customer payments

Customers must pay directly through official VILMA payment channels. Never collect or route customer money through a personal bank account, UPI ID or wallet.

Confidentiality and customer data

Use customer information only for the sales purpose. Share it only with authorised VILMA personnel. Protect devices and files. Do not export, sell, publish or reuse customer lead lists.

Ethical conduct

No misleading claims, spam, harassment, bribery, false urgency, competitor defamation or unauthorised use of the VILMA name and logo. Follow the signed Partner Agreement and applicable law.

Module 10 – Practical Assessment and Certification

Role-play

The partner must introduce VILMA, ask discovery questions, respond to the “new company” concern, explain one relevant product without overclaiming and agree a clear next step.

Knowledge assessment

The partner must understand VILMA's services, lead registration, approved pricing, commission tiers, payment rules and limits of partner authority.

Suggested readiness criteria

Suggested pass mark: at least 8 out of 10 in the knowledge test and 80 out of 100 in the practical role-play. VILMA may require retraining before independent customer outreach.

Certification

Training completion does not guarantee employment, income or sales. Authorisation remains subject to the signed agreement and current company approval.

Ready-to-Use Customer Scripts

First approach

Hello! We are from VILMA E TECHNOLOGIES. We provide billing, inventory and customised software solutions for businesses. May I understand how you currently manage billing and stock?

Explain VILMA's capability

Our goal is not simply to sell software. We understand your business requirements, demonstrate currently available features and ask our technical team to assess any additional requirements before confirming a solution.

New-company concern

That is a fair question. VILMA is a growing technology company. You can evaluate us through an actual product demo and verified examples of our work. We do not promise features that have not been confirmed.

Request a demo

Could we arrange a short demonstration focused on your requirements? Which day and time would be convenient for you?

Follow-up

Hello, I am following up on the billing or inventory requirement we discussed on behalf of VILMA E TECHNOLOGIES. Would now be a convenient time to review the demo or details?

Practical Exercises

Exercise 1 – 30-second pitch

Prepare a 30-second introduction of VILMA. Explain the business value without listing every feature.

Exercise 2 – Discovery interview

Choose a local business type and prepare five questions about billing, stock, reports, current problems and the decision process.

Exercise 3 – Capability challenge

Role-play a customer saying, “You are a new company. Why should I trust you?” Respond using verified proof, not exaggerated claims.

Exercise 4 – Objection handling

Practise responses to: “I already have software”, “Your price is high”, “I need time” and “Can you customise it?”

Exercise 5 – Lead registration

Create a sample lead using fictional data. Include business name, town, contact person, requirement, next action and follow-up date.

Exercise 6 – Technical handover

Summarise a customer's requirements in 5–8 clear bullet points for the VILMA technical team.

Knowledge Assessment

Choose one answer for each question. Suggested pass mark: 8 out of 10.

1. What should you do before recommending a product?

A. Guess the customer's needs

B. Ask discovery questions

C. Promise every feature

2. Who approves final pricing and discounts?

A. The partner independently

B. The customer

C. VILMA through its authorised process

3. Where should the customer pay?

A. Partner's personal UPI

B. Official VILMA payment channel

C. Any account

4. What should you say if a feature is not confirmed?

A. Promise it anyway

B. Say you will confirm with the technical team

C. Ignore the question

5. When is commission earned?

A. On recruiting partners

B. On verified eligible sales under signed terms

C. On every lead

6. Is the partner automatically a shareholder or employee?

A. Yes

B. No, unless separately agreed in writing

C. Both

7. What is the first step in a customer meeting?

A. Pressure them to buy

B. Understand their business need

C. Offer a discount

8. Can a partner promise a delivery date without approval?

A. Yes

B. No

9. What should be done with a lead?

A. Keep it only on a personal phone

B. Register it in the central tracker

C. Share it publicly

10. If the customer already has software, what should you do?

A. Criticise it

B. Ask whether they have unmet needs

C. Demand replacement

Trainer Answer Key: 1-B, 2-C, 3-B, 4-B, 5-B, 6-B, 7-B, 8-B, 9-B, 10-B

Practical Role-Play Scorecard

Skill	Marks
Company introduction	10
Discovery questions	15
Product explanation	15
Trust and capability proof	15
Objection handling	15
Lead capture and next step	15
Professional conduct	15
Total	100

Important Policy and Legal Note

This manual is an operational training guide and is not a substitute for the signed Partner Agreement. The signed agreement, current approved product/service schedule, official quotation and applicable law prevail.

Before launch, VILMA should confirm its exact legal entity name and address, partner agreement, commission settlement timing, eligibility rules, refunds and reversals, applicable tax/TDS treatment, customer-data handling process, grievance contact and approved product/service pricing.

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