



# ERP & AI Software Reseller Partner – TicketingOS

Lead Generation · Sales Closing · AMC Collections · Commission & Referral Tracking

Zero upfront fee · Commission-only model · Built on SoftRobot AI TicketingOS

## 1. Master Reseller Execution Flow (Lead → Commission)

ID	Department	Process	Activity	Action	Progress %
R001	Marketing	LEAD GEN	Prospecting	Cold email / LinkedIn / events / website → auto lead ticket	5
R002	Sales	QUALIFY	Lead scoring	AI scores budget, timeline, authority → hot/warm/cold	15
R003	Sales	DEMO & PROPOSAL	Product demo / quote	Reseller conducts demo (or joint with vendor) → sends proposal	30
R004	Legal	NEGOTIATE	Contract & pricing	Reseller negotiates discount, payment terms, software license/AMC	40
R005	Finance	ORDER	Customer PO & vendor PO	Reseller places order with vendor → customer invoice generated	50
R006	Finance	COMMISSION	Reseller earnings calculation	Commission % on license + AMC (one-time + recurring)	60

ID	Department	Process	Activity	Action	Progress %
R007	Implementation	HANDOFF	Coordinate deployment	Reseller coordinates with vendor implementation team	70
R008	Service	AMC COLLECTION	Annual maintenance renewal	Reseller ensures timely renewal → commission on recurring	85
R009	Referral	REFERRAL	Client refers new lead	Referral link tracking → 10-20% referral fee on closed deal	95
R010	Analytics	DASHBOARD	Commission reconciliation	Real-time dashboard + monthly payout to reseller	100

☑ Every lead becomes a ticket. Commission auto-calculated on order & AMC collection. Referral tracking embedded.

## 2. Lead Generation & Qualification Workflows

### **Inbound (Website / SEO / Content)**

Landing page form → auto ticket → AI category (ERP size, industry) → assign to reseller



### **Outbound (Email / LinkedIn / Cold Call)**

Campaign manager → prospect list upload → auto sequence emails →

### **Referrals (Existing Customers / Partners)**

Client portal "Refer a Friend" → auto generates tracking link → commission

### **Events & Webinars**

Registration ticket → post-event follow-up sequence → scored lead → sales handoff.

agent → SLA  
4h response.

open/click  
tracked →  
hot lead  
alert.

promise →  
status  
dashboard.

### 📄 Lead Scoring Criteria (AI)

- **Budget:** Mentioned range (₹5L+ = high).
- **Timeline:** "Next quarter" vs "not planned".
- **Authority:** C-level vs junior.
- **Engagement:** Email opens, webinar attendance.
- **Scoring output:** Hot (score >70) → immediate call; Warm (40-70) → nurture; Cold (<40) → automated drip.

## 3. Commission & Referral Payment Structure

Revenue Type	Reseller Commission %	Payment Trigger	Notes
One-time software license (perpetual)	20% – 40%	Upon customer payment to vendor	Higher % for high-value deals
Annual AMC (first year)	15% – 25%	Upon AMC invoice payment	Paid as part of initial order
Annual AMC (renewal years)	10% – 15%	Upon each renewal	Recurring passive income
Implementation / Customization services (referral)	10% referral fee	Upon project milestone billing	Paid by implementation partner
Customer referral (reseller to another reseller)	10% of first-year commission	Upon closed deal	Split between two resellers

💡 Example: Reseller closes a ₹10L license + ₹2L AMC. Commission: ₹10L × 25% = ₹2.5L + ₹2L × 20% = ₹40k → Total ₹2.9L upfront + annual renewal commission of ₹20k-30k each year.

## 4. Reseller CRM & TicketingOS Modules

### **Core Modules**


Lead Capture (web/email/API) · Lead Scoring · Sales Funnel (kanban) · Document Mgmt (proposals, SOW) · Order Management · Commission Calculator (real-time) · Payout Reconciliation · Referral Portal · AMC Renewal Alerts · Analytics Dashboard

### **AI Engine**

- Lead scoring from email/content engagement
- Automatic follow-up sequence generator
- Pricing recommendation based on deal size & competitor
- Churn prediction for AMC renewals

## 5. AI-Based Automation for Reseller Partners


Function	AI Automation
Lead Capture & Enrichment	From email signature or LinkedIn → AI pulls company size, industry, tech stack → auto-updates lead profile
Automated Follow-up (Nurture)	Sends personalised sequence (email + WhatsApp) based on lead behavior – open rate >40%
Proposal Generation	AI drafts proposal from lead data + selected product (SoftRobot / SAP / Odoo) – includes pricing, terms, next steps
Commission Forecasting	Based on pipeline value and win probability → predicts monthly commission payout
AMC Renewal Prediction	Analyses customer support tickets, usage → flags at-risk renewals 60 days in advance → reseller can intervene
Referral Link Tracking	Each reseller gets unique link – AI tracks clicks, conversions, and auto-calculates referral fee split

 AI CoPilot for resellers: Automates lead follow-up, proposal writing, and renewal alerts – up to 50% time saved.

## 6. Final Reseller Partner Architecture

Lead Capture → Score → Nurture → Demo/Proposal → Negotiate → Order (Commission) → Handoff → AMC Collection → Renewal Commission → Referral

**Internal Stack:** Lead Inbox → AI Scoring → Sales Pipeline → Document Studio → Order Desk → Commission Engine → Client Portal → Renewal Monitor

 **AI TicketingOS:** AI Lead Scoring · AI Follow-up · AI Proposal · AI Commission Forecast · AI Renewal Risk · AI Referral Tracker

## Traceability (Audit for Reseller)

### **Lead source ticket –**

where originated, timestamp, channel attribution

### **Sales activity ticket –**

emails, calls, meetings linked to lead

### **Order & invoice ticket –**

customer PO, vendor PO, reseller commission %

### **Commission payout ticket –**

amount, date, breakdown (license + AMC)

**Referral ticket –** referrer, referred customer, fee settled

## Reseller Performance Dashboards

- **Pipeline:** Leads by stage, win rate, average deal size, conversion time
- **Commission:** Earned MTD / QTD / YTD, forecast for next 3 months, breakdown by product
- **Recurring Revenue:** AMC base, renewal rate, total passive income
- **Referral Performance:** Number of referrals sent, conversion %, referral fee earned
- **Activity KPIs:** Calls/emails per lead, response time, follow-up adherence

## Reseller Onboarding & Enablement (Built into

# TicketingOS)

## **Training Portal**

Product certifications, sales playbooks, objection handling guides, demo recordings.



## **Co-selling Support**

Reseller can request vendor expert for joint demo – ticket to vendor's sales engineer.




## **Marketing Assets**

Co-branded brochures, case studies, proposal templates – downloadable via library.

## **Reseller Community**

Discord-like channel to share wins, discuss leads, get tips – AI moderated.

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 ERP & AI Software Reseller Partner Business – Commission & Referral Model.

Full lifecycle from lead capture to renewal commission. Built on AI TicketingOS. Print to PDF (Ctrl+P) → Save as PDF.