DEALCHOWK FIELD OPERATIONS PLAYBOOK

Partner OS — Growth Partner Command Center Manual

The definitive field operating manual for Territory Managers, Field Acquisition Agents, and Growth Partners to prospect, pitch, onboard, and earn recurring commissions across India.

Platform Version: 1.0.17 (Build 17) **Coverage:** All 28 States & UTs across India

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Table of Contents

1. Growth Partner Mission & Pan-India Expansion Vision
2. Onboarding, Territory Assignment & Strict Privacy Safeguards
3. The Partner Command Center Architecture
4. Field Prospecting Engine — The "Find Businesses" Tab
5. The High-Conversion 3-Minute Merchant Pitch Playbook
6. Lead Pipeline & CRM Funnel Management
7. Earnings, Commissions & Automated Payouts
8. Ethical Conduct, Privacy Compliance & Support
9. Growth Partner FAQs & Objection Handling Cheatsheet

1 Growth Partner Mission & Pan-India Expansion Vision

DealChowk Growth Partners are the operational catalysts connecting millions of neighborhood shopkeepers with local consumers. In every city, high street market, and residential colony, physical retailers face declining footfall due to massive online e-commerce aggregators.

As an authorized Growth Partner, you represent DealChowk on the ground. Your mission is to introduce shop owners to our zero-commission hyperlocal footfall platform, set up their store profiles in minutes, and earn handsome recurring income as their local business flourishes.

2 Onboarding, Territory Assignment & Strict Privacy Safeguards

Applying to become a Growth Partner takes under two minutes. You register your preferred city and primary work PIN codes (e.g., `533001` - Kakinada, `826001` - Dhanbad, `834001` - Ranchi).

> 🛡️ **Strict Applicant Privacy Protection**
>
> DealChowk guarantees 100% confidentiality for all partner applicants. Your registration details, name, and telephone number are routed exclusively to the internal admin portal and are **strictly never broadcasted to public consumer or merchant notification streams**.

3 The Partner Command Center Architecture

The Growth Partner Command Center provides a comprehensive toolset designed for both mobile field operations and desktop market analysis:

🔍 Find Businesses

Real-time radar scanning unregistered shops across any PIN code in India.

📋 My Leads

Organized pipeline tracking prospects from discovery to in-person pitch.

🏪 My Merchants

Full directory of your onboarded shops with active deal counts.

💰 Commissions

Transparent 28-day settlement ledger with bank transfer UTR tracking.

4 Field Prospecting Engine — The "Find Businesses" Tab

The **Find Businesses** engine is your primary weapon for rapid field prospecting. It automatically discovers, geocodes, and displays active retail businesses near you or in any target PIN code across India.

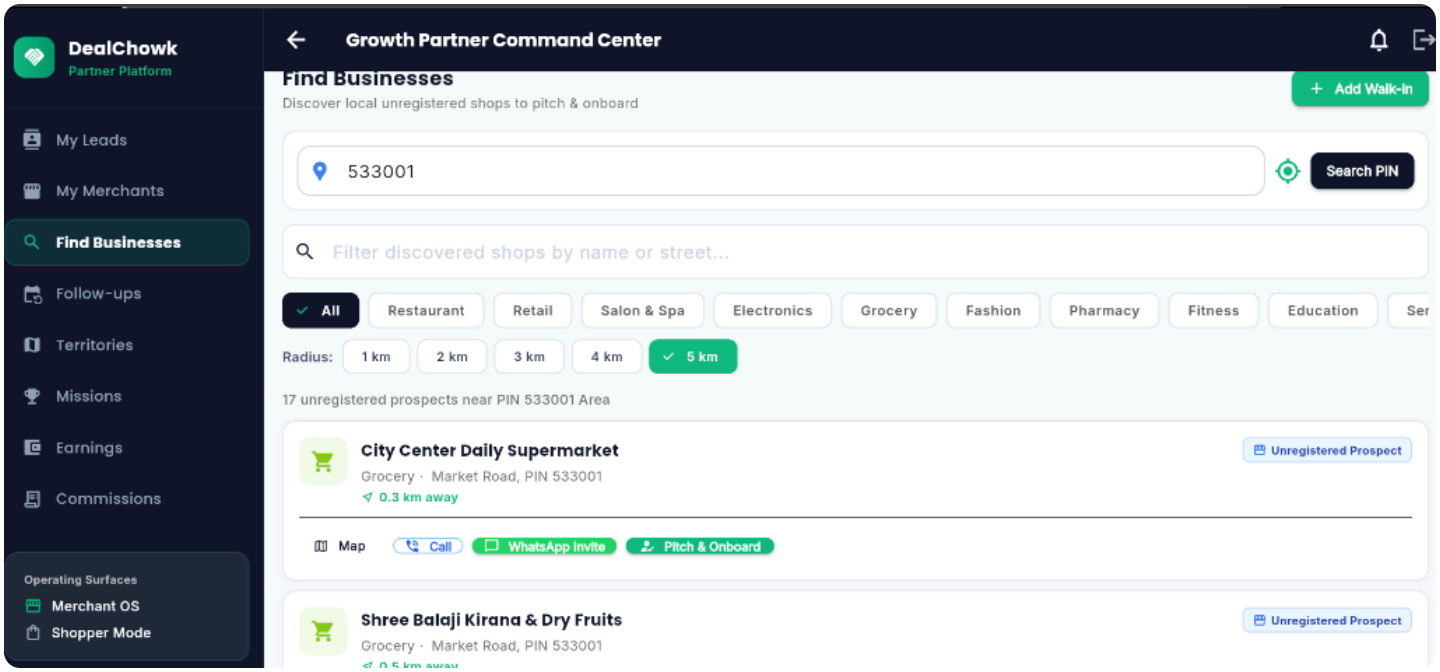

Figure 4.1: Live "Find Businesses" tab showing PIN code 533001 search, category filters, 1km–5km radius selector, and unregistered prospect cards with Call, WhatsApp, and Pitch & Onboard actions.

Key Features of the Prospecting Engine

- **Multi-Source Real-Time Aggregation**: Connects with Google Places API (New) and OpenStreetMap to find verified offline shops in real time.
- **Automated DealChowk Deduplication**: Automatically checks our Firestore merchant database to filter out already-registered stores, so you only see 100% fresh, unregistered leads.
- **Proximity Radius Chips**: Toggle between **1 km**, **2 km**, **3 km**, **4 km**, and **5 km** to focus your walking route on high-density market streets.
- **Category Filter Chips**: Instantly isolate prospects across *Restaurant, Retail, Salon & Spa, Electronics, Grocery, Fashion, Pharmacy, Fitness, Education, Services*, or select *All*.

One-Tap Action Triggers

📞 Call

Tap to dial the store's verified phone number and introduce DealChowk before visiting.

💬 WhatsApp Invite

Sends a personalized WhatsApp pitch tailored to that specific shop's category.

🚀 Pitch & Onboard

Launches the express merchant onboarding form pre-filled with the store's name and address.

5 The High-Conversion 3-Minute Merchant Pitch Playbook

When conducting in-person market visits, keep your pitch concise, practical, and focused on in-store footfall.

> ***Minute 1 (The Hook):*** *"Namaste Bhaiya! I'm from DealChowk. Did you know that over 4,000 customers living within 2 km of your shop are looking for nearby deals right now on their phones?"*

> ***Minute 2 (The Proof):*** *[Show them the DealChowk app on your phone]. "See how this sweet shop 500 meters away posted a 15% afternoon deal and got 24 customer walk-ins yesterday? You can do the exact same thing."*

> ***Minute 3 (The Close):*** *"The best part? DealChowk takes ZERO commission from your bill. The customer pays you directly at the counter. Let's set up your shop profile right now on my phone—it takes just 2 minutes!"*

6 Lead Pipeline & CRM Funnel Management

Track your prospecting pipeline systematically from first contact to signed merchant:

```
[Discovered Lead] ➔ [Contacted via Call/WhatsApp] ➔ [In-Person Pitch Done] ➔ [Follow-up Scheduled] ➔ [🎉 Active Onboarded Merchant]
```

- **"+ Add Walk-in"**: If you discover a newly opened store while walking down a bazaar that isn't on the map, tap "+ Add Walk-in" at the top right to register the prospect immediately.
- **Follow-Up Reminders**: Store owners are busy during morning deliveries and evening rush hours. Use CRM scheduling to set reminders for quiet afternoon visits (2:00 PM – 4:00 PM).

7 Earnings, Commissions & Automated Payouts

Growth Partners enjoy a high-velocity dual revenue model: upfront activation incentives plus recurring monthly portfolio royalties.

REVENUE STREAM	PAYOUT STRUCTURE	SETTLEMENT TIMELINE
Merchant Activation Bonus	₹300 – ₹500 one-time for each shop onboarding with their first deal.	Processed in the next weekly cycle.
Monthly Subscription Royalty	**20% to 35% recurring cut** of every monthly plan renewal (Tier 1 ₹299, Tier 2 ₹499, Tier 3 ₹999).	Automated every 28–day billing cycle.
Territory Volume Milestones	Cash bonuses for exceeding 500 and 1,000 verified redemptions in your area.	Monthly bonus payout.

> 🏦 **Bank Settlement & UTR Tracking**
> All payouts are transferred directly to your registered bank account via NEFT/IMPS. Each disbursement logs a verifiable banking UTR (Unique Transaction Reference) number inside your **Commissions** tab.

8 Ethical Conduct, Privacy Compliance & Support

- **Honest Communication**: Never charge shopkeepers cash for standard registration. All official payments happen transparently inside the DealChowk platform.
- **Respect Operating Hours**: Avoid pitching shopkeepers when they are attending to billing queues or receiving inventory deliveries.
- **Territory Respect**: Work strictly within your assigned postal PIN codes to prevent conflict with fellow Growth Partners.

9 Growth Partner FAQs & Objection Handling Cheatsheet

- **"What if a shop owner refuses to pay for a monthly subscription?"** Tell them they can start completely free on the PAYG (Pay-As-You-Go) plan with promo codes or 0 base charge, and upgrade only when they see actual walk-in customers!
- **"Can I expand into additional PIN codes?"** Yes! Once you maintain 20+ active merchants in your primary PIN code, request territory expansion via the Partner Helpdesk.
- **"How fast do merchants appear on the shopper app?"** In real time. As soon as you complete the walk-in onboarding form and publish a deal, it is discoverable across the entire neighborhood within seconds.

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