



Smart Node
Simplify Your Smart Living

Smart Node Sales Guidelines For Channel Partner

Smart Node Sales Model

B2B2C Approach

Smart Node follows a B2B2C sales model, ensuring a seamless flow from product development to end-user satisfaction.

Company Role	Design, Develop, Manufacture and Deliver
Partner Role	<ul style="list-style-type: none">• Sells products to consumers• Provides after-sales service when required.

This structured approach ensures efficient distribution, strong market presence, and excellent customer support.

Partner Categorization Strategy

To build a stronger, more focused partner ecosystem, we are categorising our partners based on alignment:

1. **Prime Partner**
2. **Associate Partner**

Alignment reflects a partner's strategic fit with Smart Node's brand vision, values, and product portfolio. Aligned partners receive exclusive benefits, branding support, and strategic visibility.

1. Prime Partner

Eligibility Criteria:

1. To be recognised as a Prime Partner, the partner must work Exclusively with Smart Node in the wireless automation segment.
2. Set Up a Full-Fledged Smart Node Experience Center, showcasing the complete range of Smart Node solutions and products in an aesthetically appealing environment.
3. Have a Fully Trained Team that consists of:
 - Solution Designers
 - Sales Professionals
 - Certified Installation Technicians

2. Associate Partner

Eligibility Criteria:

To qualify as an Associate Partner,

1. The partner must have a dedicated Trained Team for:
 - Solution Designing
 - Sales
 - Installation & Support
2. Own a Demo Kit & Sample Bag
3. Must be equipped with a Smart Node demo bag and product samples to showcase key features during client interactions.
4. Set Up a Basic Experience Area, should have a compact yet functional display area within their office or store to demonstrate Smart Node solutions in a real-world environment.

Benefits to Channel Partner

1.Dedicated Account Manager for Channel Partners

To ensure smooth collaboration and faster support, we are assigning a Dedicated Account Manager for every region.

Key Responsibilities of the Account Manager:

- Each regional Account Manager will act as a Single Point of Contact (SPOC) for the channel partners and will support in:
 - Solution Designing Support
 - Marketing Activities
 - ERP & LMS Access and Troubleshooting
 - Order Coordination & Operational Support

Who is eligible?

Both Prime and Associate partners can benefit from these services.

This structure is designed to reduce turnaround time, improve coordination, and offer a more personalised partner experience.

2.Support for Site Engineers

- For on-ground engineers and installation teams, a separate Telephonic Support Team will be available to handle
- Product-level queries
- Configuration assistance
- Troubleshooting during installation and service
- The Telephonic Support Team will be the primary contact for all technical site-level queries.

Who is eligible?

Both Prime and Associate partners can benefit from these services.

3. Lucrative Incentive Scheme

Yearly Billing (Value is excluding GST):

Bronze Partner: **5 to 10 lakh**

Silver Partner: **10 to 25 lakh**

Gold Partner: **25 to 50 lakh**

Diamond Partner: **50 lakh to 1 Cr**

Platinum Partner: **1 Cr+**

Who is eligible?

Prime and Associate partners who have done more than Rs 5 lakh business with Smart Node in last year will be eligible for incentives this year

4. Architect Sampling Program

A targeted initiative to introduce architects to Smart Node products through hands-on experience and demo installations.

Process to Get Product Support

1. The RSM, Regional Head, or Channel Partner must fill out and submit the Architect Sampling Request Form.
 - Form Link:- <https://smartnode.in/smart-node-influencer-program/>
2. Verification: The Assigned Account Manager will verify the application details and validate eligibility
3. Approval & Dispatch: Upon approval, the sample order is placed and dispatched within 7 working days.
4. Installation & Reporting: The RSM or Regional Head, along with the Channel Partner, completes the installation.

An installation image is submitted to the Assigned Account Manager as proof of deployment.

Who is eligible?

- Both Prime Partners and Associate Partners are eligible to participate in this activity.
- A valid visiting card of the architect is mandatory for sampling approval.

5. Builder Sampling

Process to Get Product Support:

- 1-RSM, Regional Head or Channel Partner request the sampling by Submitting the form to the Assigned Account manager
Form Link:- <https://smartnode.in/builder-partnership-form/>
- 2-Manager verifies the application, if verify an order is placed
- 3- Dispatch within 7 working days
- 4-Once revived, schedule the Installation and Inform the Account Manager
- 5-Once Installation is Done, the Palace Standee and Marketing board at the Sample House Send Images & short Video of the Sample house to the Account manager

Who is eligible?

- 1-Prime partners can take advantage of this activity
- 2-Project unit cost must be above ₹1 Crore
- 3-Minimum of 30 units in the project
- 4-Sampling limited to Living Room and Master
- 5-Bedroom Builder details such as Scheme details, Build Name & Contact details are mandatory
- 6- The builder Should be Ready to promote the Smart Node in the sample house
We will put a small tabletop standee in the sample house.

6. Display Board Marketing

Process to Get Product Support:

1-RSM or Regional Head or Channel Partner request the sampling by Submitting the form

Form Link: <https://smartnode.in/display-board-request-form/>

2-Assigned Account Manager team verifies eligibility

3-Sales team shares costing and vendor details

4-Assigned Account Manager Verifies and Approves & makes Payment to Vendors Once the Display board is ready,

5-Sales Team send the image of the board to the account manager. Account manager dispatches the display products. Once received sales team coordinates installation with the channel partner

6-Once installed requested person needs to Send Display board images to the Account Manager for final approval.

Who is eligible?

1-Prime partners can get advantage of this activity

2-Only for Premium Electrical, Lighting, or Furniture showrooms

3-Display board must be in high footfall area

4-Only standard display boards provided,

5-No Changes will be done Vendor identification & execution handled by the ground team

7. Experience Center Product Support

Process to Get Product Support:

- 1-Partner connects with the assigned Account Manager.
- 2-The Account Manager reviews the Experience Center and gets approval from management.
- 3-Channel Partner designs the solution and requests the necessary products from the Account Manager.
- 4-The Account Manager re-verifies the product request and places the order at a special discount. (half of your lending)
- 5-Order is dispatched within 7 to 10 days.
- 6-Channel Partner installs the products and sets up the Experience Center.
- 7-Channel Partner submits a working demo video to the Account Manager.

Who is eligible?

- 1- Both Prime and Associate Partner can get benefits out of this

8. Brochures, Dairy & Stationery Support

- 1-RSM, Regional Head, or Channel Partner submits a request via call or WhatsApp to the Assigned Account Manager
- 2-Assigned Account Manager reviews and verifies the request.
- 3-Approved materials are dispatched within 7 working days.

9. Lead Benefits

The process of getting Lead Benefits

1-The company acquires leads through:

- On-ground sales team efforts
- Digital marketing campaigns

2-Lead Assignment

- All leads will be captured and managed through the Company CRM software.
- Each lead will be assigned to a Prime Partner based on predefined criteria such as location, expertise, or availability.

3-CRM Usage Requirement

- The Prime Partner must update all lead interactions (calls, meetings, status updates) in the CRM.
- All quotations must be created and shared through the CRM platform only.
- This ensures proper tracking, transparency, and consistency across the sales process.

Who is eligible?

Only Prime Partners can get benefits out of this

Smart Node Partner Benefits Comparison Table

Benefit / Program	Prime Partner	Associate Partner	Remarks
Dedicated Account Manager	✓ Yes	✓ Yes	SPOC for design, marketing, ERP/LMS, and operations support
Telephonic Support for Site Engineers	✓ Yes	✓ Yes	For technical, configuration, and service queries
Incentive Scheme Eligibility	✓ Yes	✓ Yes	Must have done ₹5L+ billing in the previous year
Architect Sampling Program	✓ Yes	✓ Yes	Requires architect's visiting card
Builder Sampling Program	✓ Yes	✗ No	For projects with ₹1 Cr+ unit cost and 30+ units
Display Board Marketing	✓ Yes	✗ No	For premium showrooms only
Brochure, Diary & Stationery Support	✓ Yes	✓ Yes	Request via Account Manager (call/WhatsApp)
Leads from Company (Lead Benefits)	✓ Yes	✗ No	Qualified leads passed on by company only to Prime Partners



Training Module

Process to Get Training:

1. Register on the Smart Node LMS platform through your Account Manager by submitting the required details via the official Google Form.
 - Form link: <https://forms.gle/Bhj8xCKnzwpQWwS1A>
2. Begin learning through structured content, including videos, guides, and interactive sessions.
3. Take quizzes and complete modules to become Smart Node Certified.
4. Participate in the Monthly Evaluation Quiz to track progress and stay updated.

Who is eligible?

Open to Partners, their Sales Teams, Solution Designing Teams, and Installation Teams.

Order Process

Partner Acceptance

1. All orders must be placed exclusively through the partner's ERP login.
2. Sales Heads and Regional Sales Managers (RSMs) are not authorized to place orders on behalf of any partner.
3. Partners are strictly advised not to share their ERP login credentials with anyone.

Financial Responsibility

- Once an order is placed, the financial responsibility lies with the partner to ensure full and timely payment of the billed amount to the company.

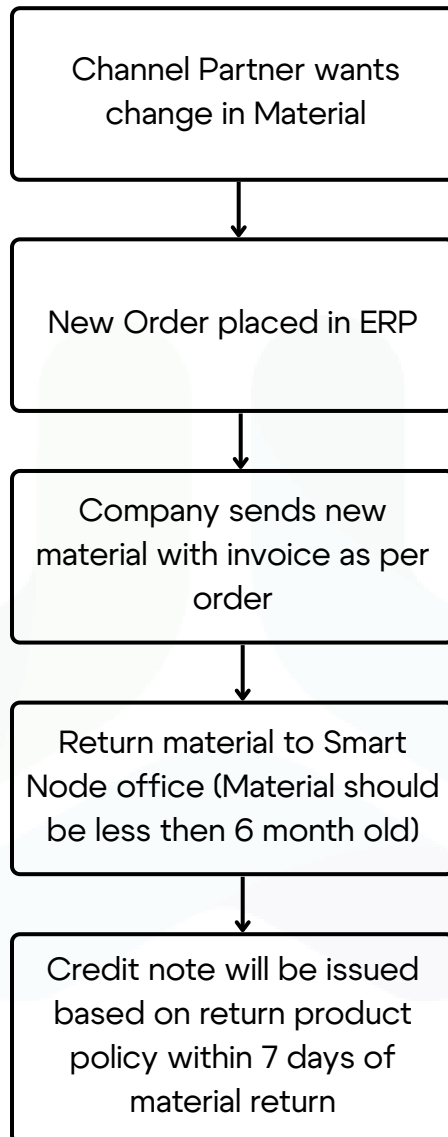
Order Processing Guidelines

- Orders placed in the ERP system will be processed only if there are no outstanding dues.
- If there are pending payments, the order will be automatically blocked by the system and will not proceed to production.
- Once the order is system-approved, it will move to production, and no modifications will be accepted post-approval.
- A WhatsApp notification will be sent to the concerned contact once the order is confirmed.

Common Reasons for Order Rejection or Hold:

- Incomplete order details, such as missing approval for paint samples or curtain track measurements.
- Incorrect or incomplete "Ship To" address.
- Customized color orders without a corresponding paint sample request.

Material Return Flow



Eligibility :

Materials invoiced more than six months ago will not be accepted for return by the company.

Replacement Policy

Smart Node offers two distinct pathways for product replacement

1. Advance Replacement
2. Stock Replacement

1. Advance Replacement

Process to get advanced replacement:

- Call the support team from the Site.
- The support team will assess the issue, and if a replacement is required, it will be arranged accordingly and sent in advance.

Note: The support team may request additional details for verification. Failure to provide these in time may result in delays in processing.

Once the replacement is sent, the partner is required to return the replaced device within 30 days. Failure to do so will result in the company raising an invoice for the device.

2. Stock Replacement

Process to get stock replacement:

1. If a partner has stock available and chooses to replace the faulty device from their own inventory, they may proceed with the replacement and send the faulty device back to Smart Node for evaluation.
2. Along with the faulty they need to fill the voucher attached in courier.
3. Once the device is received, the company will assess it based on the following conditions:
 - Under Warranty – Manufacturing Fault: A replacement will be provided at no cost.
 - Under Warranty – Environmental Damage: If the damage is due to environmental conditions (e.g., water damage, power surge), charges may be applicable based on the extent of the damage.
 - Out of Warranty – Repair Required: Repairing charges will be applicable as per the company's standard service policy.
 - Out of Warranty – Upgrade Request: If the customer wishes to upgrade the product, special upgrade pricing will be shared, and the upgrade can be processed accordingly.

Note:- Link for company documents: www.smartnode.in/documents

Escalation Matrix in Smart Node for Partner

For any issues related to service, replacement or material return:

- First Point of Contact: Smart Node Support Team (+91-93279 58744/43)
- Second Level: Mr. Yash Kadakia (+91-82008 24126)
- Final Escalation: Mr. Dhruv Patel (+91-90335 65769)

For queries related to solutions, product planning, ERP/LMS or any order processed support:

- First Point of Contact: Your designated Account Manager
 1. North Zone (+91-78638 08698)
 2. East/South Zone (+91-63533 71381)
 3. West Zone (+91-90237 25594)
- Second Level: Mr. Digvijay Kapadnis (+91-78628 61944)
- Final Escalation: Mr. Parth Shah (+91-94293 48748)



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