SHARECROPPER FIELDS PVT LTD

Partner Guidelines

This document forms an integral part of the Channel Partner Manual ("Manual") and defines the operational, ethical, and commercial framework applicable to all Partners ("Partner") engaged under a Channel Partner of Sharecropper Fields Pvt. Ltd. ("the Company").

1. Introduction & Intent

These Guidelines are established to ensure professionalism, compliance, and structured execution across all Partner-level operations.

Partners act as the primary field-level representatives responsible for client interaction, lead generation, and business development under the supervision of the Channel Partner and within the control framework of the Company.

These Guidelines aim to:

- Define the role and responsibilities of Partners
- Establish operational discipline and reporting structure
- Ensure uniformity in communication and representation
- Protect the Company's brand, systems, and business integrity

These Guidelines shall be binding upon all Partners upon onboarding.

2. Onboarding & Entry Requirements

2.1 One-Time Partner Token

To be onboarded as a Partner, an individual shall be required to deposit a one-time token amount of ₹50,000.

2.2 Non-Refundable Nature

The onboarding token shall be non-refundable under all circumstances, unless otherwise specified by the Company in writing.

2.3 Starter Kit & Tools

Upon onboarding, the Partner shall be provided with:

• Sharecropper starter kit
• Essential marketing materials
• Basic operational guidance and onboarding support

2.4 Execution of Agreement

A formal Partner Agreement shall be executed between the Partner and the Company / Channel Partner.

No individual shall be considered an authorized Partner without execution of such agreement.

3. Role of Partner

3.1 Lead Generation (Primary Responsibility) The Partner shall actively identify and generate potential business opportunities.

3.2 Client Interaction

• Conduct initial outreach and engagement
• Explain Company offerings using approved communication
• Understand client requirements

3.3 Lead Submission

All leads must be submitted through the Company's CRM system or approved channels.

3.4 Field Execution

• Coordinate meetings, follow-ups, and site visits
• Assist in client handling under Channel Partner supervision

3.5 No Deal Closure Authority

The Partner shall not independently finalize, negotiate, or close any transaction.

4. Compliance & Regulatory Conduct

Partners shall:

• Operate strictly within Company-defined rules and framework
• Maintain valid Partner ID issued by the Company
• Comply with KYC and verification requirements
• Ensure accurate and truthful product representation

Partners shall not:

• Misrepresent products or returns
• Provide false or misleading information
• Operate outside defined systems or structure

5. Client Interaction Guidelines

Partners shall ensure:

- Transparency – Clear explanation of product, costs, and terms
- Needs-Based Selling – Recommendations based on client profile
- Confidentiality – Protection of client data at all times
- Follow-Ups – Continuous engagement and support

The Partner shall aim to build long-term relationships aligned with the Company's model.

6. Operational Guidelines

• All business activity must be recorded through the Company's CRM system • Only Company-approved materials and communication shall be used • All major activities must be coordinated with the Channel Partner

• Partners shall not collect or handle payments under any circumstances

7. Performance Expectations

7.1 Minimum Ticket Requirement The Partner shall be required to generate a minimum of 6 successful client tickets per year.

7.2 Performance Duration

This requirement shall remain mandatory for a period of 3 consecutive years from the date of onboarding.

7.3 Post 3-Year Flexibility

After completion of 3 years, the minimum ticket requirement shall be discontinued, subject to Company policy.

7.4 Evaluation Metrics

Performance shall be evaluated based on:

- Number of leads generated
- Quality of leads
- Contribution to deal conversion Failure to meet performance expectations may result in review or discontinuation.

8. Compensation Framework

8.1 Basis of Earnings Compensation shall be based on business generated directly by the Partner ("Own Business") and governed by Company structure.

8.2 Commission Structure

Own Business

Ticket Size (Own Business) – Final Payment – 7%

Agriculture Yield Share (Own Business) – Net Output – 5%

8.3 Conditions for Eligibility

- Lead must be submitted through official systems
- Transaction must be successfully completed
- Payment must be received by the Company
- All guidelines must be followed

8.4 Nature of Earnings

- Ticket Size commission shall be calculated on final payment received
- Agricultural Yield Share shall be based on net output after cost adjustments
- Yield-based earnings may be distributed periodically

8.5 No Entitlement Without Compliance

No payment shall be made if:

- Leads are not recorded in CRM
- Process is not followed
- Partner violates guidelines

8.6 Payout Timeline

All eligible earnings shall be processed and disbursed between the 5th and 10th day of the subsequent month, subject to:

- Verification of transactions
- Receipt of funds by the Company
- Compliance with all guidelines The Company reserves the right to withhold or adjust

payouts if required.

8.7 Final Authority

All decisions regarding compensation shall be final and binding as per Company discretion.

9. Ethics & Professional Conduct

- Act with honesty, integrity, and professionalism
- Avoid unethical practices or coercion
- Do not make false guarantees or claims
- Maintain Company reputation at all times

10. Exclusivity & Conflict of Interest

- Partners shall not promote competing models or services
- Must maintain loyalty to the Company
- Must avoid any conflict of interest

11. Termination of Partnership

A Partner may be terminated in cases of:

• Non-performance
• Misconduct
• Misrepresentation
• Policy violation

Termination may be immediate in serious cases.

12. Partner Tools & Technology

Partners shall have access to:

• CRM system
• Company digital tools
• Marketing and operational resources

Usage shall be controlled and monitored.

13. Partner Recruitment Form

Mandatory Details • Full Name

• Contact Number

• Email Address

• Residential Address

• Date of Birth

• PAN Number

• Aadhaar Number

Mandatory Documents

• PAN Card

• Aadhaar Card

• Voter ID Card (Mandatory)

• Driving License

• Latest Electricity Bill

• Passport-size Photographs

Educational Qualification

- Proof of Education
- All degrees and certificates

Optional

- Passport

Verification

All documents shall be verified. False or misleading information may result in rejection or termination.

14. Disclaimer & Final Authority

These Guidelines are subject to change as per Company policies. The Company reserves the right to modify, amend, or update these Guidelines at its discretion. All decisions shall be final and binding.

At post Narkhed
Tehsil Prabhat Pattan
District Betul (MP) 460665
Ph. no +91 7999953041

Reach us at:
@the.sharecropper
@the.sharecropper
www.sharecropper.in
sharecropperin@gmail.com