

You will find all Question-Answers to become our
**DIGITAL RESELLER ASSOCIATE
PARTNER.**

After reading all the slides, please call on 8976912330
(Country Head - Training Division, Mr. Daljinder Singh) for further
discussion, as per your convenient time.

About Presidency Digital India Ltd

www.presidencyworld.in

www.presidencyworld.com

- ▶ Why Us
Take a Quick Tour About Us
- ▶ Presidency Digital India Pvt. Ltd. at its core is a Digital Transformation company. We provide Solutions in E-learning, Software Development, and Digital marketing. We at Presidency believe in creating value by embracing changes. Our Values shape the culture of Our Organization and define the character of our Company. We live the core Values through Individual Behaviours. They serve as the foundation for how we act and Make Decisions. The post-digital age has shown no signs of slowing down and the need for rapid business transformation has never been greater. We at Presidency meet Clients wherever they are on their path to change- in every industry across the globe and partner with them to create lasting value.

For over a decade, we have been helping companies reimagine their business. We deliver impactful digital Engineering solutions powered by the latest technologies. We want to put your business needs first. We are a team of skilled professionals that understand your requirements and want to support you at every level.

- ▶ To Know more please visit www.presidencyworld.in www.presidencyworld.in

Model of Digital Business Associate (DBA)?

- ▶ We provide training on DataScience and Cybersecurity Courses Online via 100% LIVE Interactive Sessions Centralized from Mumbai IT Park, Airoli.
- ▶ We launch batches of 20 capacity every 15 days Weekdays and Weekends
- ▶ We want you to act as our Reseller Partner who will do Sales, Marketing, Counselling and enrol the students in the batch.
- ▶ We will deliver the training, Live Projects, Placement Assistance and Certification
- ▶ Your Capital Investment is to purchase course of 1Lac in advance.
- ▶ You need to pay us 50% of the MRP price of course and you can sell at any price of your choice. The extra charged fee is your share exclusive GST. We will give you 100 leads for every 1 Lac purchase. Our Team and your team will work closely to get the enrollments.
- ▶ You will act as a Reseller Partner for us in your location.
- ▶ Any lead and enrollment that we will give or you will bring, you will be the SPOC for us for the student
- ▶ All Training and material we will provide including WEBINARS for you to enroll the student
- ▶ We will give you the database of students for calling
- ▶ We will give you all the support to enroll the student
- ▶ You can target the students from all over the world to enroll
- ▶ Any new course launched in future will be added for you free of cost to market and enroll

Mode of Training Delivery?

- ▶ The Mode of training delivery is 100% Live Interaction Session Centralized from Mumbai IT Park, Airoli.
- ▶ No recorded videos
- ▶ Every session which is missed the student can access the recorded missed sessions later

Everything about Batch?

- ▶ We announce the batches every 15 days
- ▶ Batches are weekdays and weekends
- ▶ Special batch timings can be considered if you have minimum 5 students in the batch

PDIPL Courses?

- ▶ We have sent you the details of All courses which we provide as a separate attachment, if not received please let us know.

What is the eligibility of signing up for the Resellers Partnership?

- ▶ You should have flair for education business
- ▶ You should be willing to give guidance to the students
- ▶ You have be willing to invest Rs 1Lac to purchase course in advance
- ▶ You should be confident that Data Science and Cybersecurity is the market today and tomorrow
- ▶ You should have a person dedicated for this business
- ▶ You should want to earn upto 40 Lacs a year minimum
- ▶ You should learn how to generate leads. We will train you if required
- ▶ You should be willing to do business in Education Field

Do I need a space to start the centre?

- ▶ This concept is of becoming a reseller for our programs, where you need to just enroll the students and monitor their performance during the tenure of course completion.
- ▶ Its completely your decision whether to have classrooms or not.
- ▶ We recommend that you should have one counselling room and one classroom with sitting capacity of 10 students but initially, to startup, you can start without any commercial space.

What is the cost to run the business ?

- ▶ The initial working capital required:
- ▶ Cost of telecaller: Rs. 15,000 per month(optional)
- ▶ Digital marketing: Rs. 10,000 per month minimum
- ▶ Database purchase: Rs. 2,000 (can be given by us)
- ▶ Miscellaneous: Rs. 2,000

What is the ROI and total investment ?

Three students enrollment is the ROI.

Total investment - Rs. 1Lac

Minimum Projections 1st year (your share)

Considering Average Fee : Rs. 60000/- per student

Considering your Average Share 50% per student Rs. 32000/-

Considering minimum Enrollments per annum is 150

Your Share is upto Rs. 48,00,000/-

Do I need to keep the trainer ?

- ▶ This concept says that you don't need to have a trainer as the whole training will be done by PDIPL.

What is our Role and What is PDIPL Role?

- ▶ Your role in short, is to do sales, marketing and enroll the student in the announced batches by PDIPL.
- ▶ PDIPL role is to deliver the training, provide live projects, placement support, and certification.

What is Partners Share and What is PDIPL share of Student Fee?

- ▶ 50% to 60% of the course fee is Partners share depends on the number of course purchased in advance.
- ▶ 30 - 40% of the course fee is PDIPL share again depends on the number of course purchased in advance.
- ▶ The more the course numbers purchased in advance, the more is the % of the Partner.

How do we proceed for signing the agreement?

- ▶ You need to
 1. Fill the application form.
 2. Purchase 3 Kits worth 1lac Rs.
 3. Sign the agreement
 4. PDIPL team will start the support activity and the launch process.

Can I promote 3rd Party Affiliations and online training?

- ▶ You can promote all affiliations which is associated with PDIPL and all course trainings which is launched by PDIPL.
- ▶ You cannot promote any course of any other company which is similar to PDIPL.

What after signing the agreement?

- ▶ After signing the agreement, PDIPL team will provide you with all trainings required to promote the courses locally.
- ▶ PDIPL will provide all artworks, designs, material and product briefing.
- ▶ One dedicated manager from our team will work hand in hand with you to meet the monthly targets.
- ▶ PDIPL will provide leads to enroll the students based on the kit purchased.

Will you give us the training on the product and sales?

- ▶ We will give you all product, sales, technical, digital trainings initially and time to time.

How will we generate lead?

- ▶ You and your team will work on the database provided by us and purchased from the market.
- ▶ You will generate leads digitally from your own contacts or you can approach our digital team for generating leads.
- ▶ Our team will provide you leads at lower price possible.
- ▶ Our Team will provide you leads based on the kits purchased.

Will you give us the designs and Artworks?

- ▶ Yes, we will give you all the designs and artworks for all schemes and strategies from time to time in order to meet the enrollment target.
- ▶ You can give us the local touch and competitor's information in order to meet the pricing of the course.

Will you give us a dedicated person for support?

- ▶ Yes, we will provide you an experienced manager to support you as soon as you sign an agreement and are ready for launch.

What are the different trainings that you will give?

- ▶ Sales training
- ▶ Product training
- ▶ Technical know-how
- ▶ Digital training to generate leads
- ▶ Website creation
- ▶ Strategy and schemes
- ▶ Counsellor's training
- ▶ Director's training
- ▶ Market analysis
- ▶ Sales closure training
- ▶ Lead management
- ▶ College sales training

What is the time gap of these trainings?

- ▶ Initially, after the launch, we will provide trainings once in a month and later, as required.

Will you give us PDIPL Registration Certificate?

- ▶ Yes, we will provide you a registration certificate.

Can I add my name in Marketing and Advertising ?

- ▶ Yes, you can add your name in marketing and advertising.
- ▶ Any collateral made should be approved by PDIPL.
- ▶ Please refer the agreement clauses to know in detail.

What will be the process of money transfer ?

- ▶ Student will make the payment to PDIPL and every 15 days, we will transfer your share to your account.

Courseware is in hardcopy or softcopy? Do I need to pay extra for the same?

- ▶ Courseware is e-copy provided by PDIPL and no charge is applicable over and above the course fee.

How will my business increase if I join hands with you?

- ▶ Our USP are:
- ▶ We are a software development company providing training on the latest IT products which can be used in our own resources.
- ▶ Data Science and Cyber Security is the market today and tomorrow for jobs.
- ▶ Our trainers are very experienced and certified.
- ▶ Our pricing is very low compared to the competitors.
- ▶ Our course content is practical oriented
- ▶ Live projects is our unfair advantage
- ▶ International Placement support
- ▶ Soft skills, resume builder, interview techniques, English communication is the key which we provide as a part of the course.
- ▶ 16 capstone projects during the course.
- ▶ 100% live, interactive online training and no recorded videos.
- ▶ Flexible batch timings
- ▶ Your Margins in selling a course is very high resulting to high profitability
- ▶ Working Capital is almost negligible. The chances of any losses does not exist.

Is it mandatory for a person to have experience in IT field/ training industry to become DBA?

- ▶ We do not expect any experience in IT industry but it's always an advantage if you are aware about IT industry trends and have some knowledge on the job market in IT.
- ▶ We expect a partner should have a flair in sales and marketing/ counselling/ interest in education business, passion to earn.