24ETAX ERP · PROCESS GUIDE 04

Sales

Covers: Sales › Quotations, Sales orders, Invoices, Receipts & allocation, Reminders & dunning, Subscriptions, E-invoicing (IRN)

User guide · 24etax-erp.com · Issued 17 November 2026

Purpose

The sales cycle from the first quotation to money in the bank: quote the customer, take the order, raise the tax invoice, generate the e-invoice where required, collect, allocate the receipt to the invoice and chase what is overdue.

Who does what

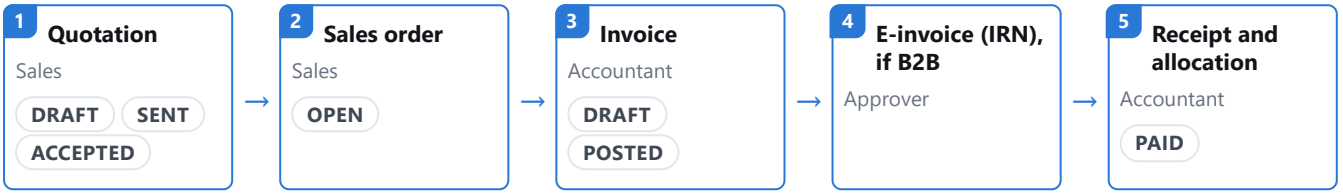
Role	What they do here
Sales	Quotations and sales orders for their own customers. Cannot invoice or post.
Accountant	Quotations, orders, invoices, receipts, allocation, reminders, subscriptions. Posts invoices only within the self-approval limit or when automatic posting is on.
Approver, Admin	Approve and post invoices and receipts, generate and cancel e-invoices, reverse.

Before you start

- The customer exists with GSTIN, state, e-mail and payment terms (guide 01). A B2B e-invoice needs the customer's GSTIN.
- A sales ledger exists. Items exist if stock must move (guide 06).
- E-mail delivery is set up, or the e-mail buttons stay disabled (guide 17).
- Invoice terms, bank details and footer are set by the administrator in `Administration` › `Settings`.

Process flow

QUOTE TO CASH



↳ A quotation or order is optional. An invoice can be raised directly.

↳ Posting the invoice follows maker → checker (see "Who may post" below).

↳ Unpaid after the due date: reminders go out by the customer's dunning policy.

Steps

1. Quotation

1. Open `Sales` › `Quotations` and click `+ New quotation`. (From a CRM deal, use Create quotation there; the lines are prefilled.)

2. Pick **Customer ***, **Date** and **Valid till**. Add lines with description, HSN/SAC, quantity, rate and GST %; use **+ Add line**. Add **Terms** and a **Note to customer**.
3. Click **Save quotation**.
4. Open it. To send it to the customer use the bar under the buttons: **PDF** opens the quotation for printing, **Download** saves it, **Email** sends it with the PDF attached (to the customer's e-mail, or one you type) and **WhatsApp** sends the PDF to the customer's WhatsApp number. Sending a draft marks it sent, and the message carries the link on which the customer clicks **Accept quotation** or **Decline**.
5. To send the link yourself instead, click **Mark sent & get link** and pass on the **Customer acceptance link:**.
6. If the customer agrees by phone or mail instead, click **Mark accepted**.
7. Then **Convert to sales order**, or **Invoice now** if you deliver at once. Use **Withdraw** for a quotation that should no longer stand.

2. Sales order

1. Open **Sales** › **Sales orders** and click **+ New order** (or arrive from the quotation). Enter the **Customer PO** number.
2. Click **Save sales order**.
3. To confirm the order to the customer, open it and use **PDF**, **Download**, **Email** or **WhatsApp**, as on a quotation. Every send, successful or failed, is listed under **Delivery history** on the order and on the quotation.
4. When goods or services are delivered, open the order. Under **Invoice from this order** enter the quantity to invoice now, choose **Sales ledger** and **Invoice date**, and click **Create invoice**. Part deliveries are invoiced one by one; the order shows ordered and invoiced quantities.
5. When nothing more will be delivered, **Close order**. An order taken by mistake: **Cancel order**.

3. Invoice

1. Open **Sales** › **Invoices** and click **+ New invoice**.
2. Pick **Customer ***. The due date fills from their payment terms and the e-mail from their record.
3. Choose **Sales ledger *** and check **Place of supply**: the form shows "Intra-state → CGST + SGST" or "Inter-state → IGST".
4. Add lines: **Description ***, **HSN/SAC**, **Qty**, **Rate ***, **Discount** and **GST**. Picking a stock item reduces stock and books cost of goods automatically. Use **+ Add line**.
5. Check **Taxable**, **Round off** and **Total**.
6. Choose one button:

Button	Result
Save as draft	Nothing in the books. Submit it later like any voucher.
Save & post	Debits the customer, credits sales and output GST. The invoice number is given now.
Save, post & email	As above, then e-mails the customer the PDF.

> **WHO MAY POST**
>
> In this order: (1) Approver or Admin – posts at once. (2) Anyone, if the administrator has switched on automatic posting of sales invoices. (3) A maker, if the amount is within the self-approval limit. (4) Otherwise the invoice is submitted for approval and the screen says so. An unposted invoice is never e-mailed.

4. After the invoice

1. In **Sales** › **Invoices**, filter by **Status** or by **Emailed**.
2. Per invoice: **PDF** downloads it; **Email** or **Resend** sends it to any address; **Copy pay link** gives an online payment link to send; **Remind** sends a reminder now; **WhatsApp** sends it by WhatsApp (only when the

customer's consent is recorded).

3. Every send, successful or failed, is listed under **Delivery history** on the invoice.

5. E-invoice (IRN)

1. Open **Sales** › **E-invoicing (IRN)**. The top list shows posted B2B documents with no IRN yet.
2. Click **Generate IRN** on a row, or **Generate all**. A failure shows the portal's reason; correct the invoice data (usually GSTIN, HSN or PIN) and try again.
3. The lower list shows registered IRNs with acknowledgement number. **cancel IRN** is possible only within the portal's time limit; after that raise a credit note.
4. E-way bills needed for goods invoices are listed on the same page with **Generate**.

6. Receipts and allocation

1. Record the money: a Receipt voucher (guide 02), a bank statement line matched in Banking (guide 07), or an online payment through the pay link (recorded automatically).
2. Open **Sales** › **Receipts & allocation** and pick the **Customer**.
3. The left list is **Unallocated receipts & credit notes**; the right list is open invoices with **Outstanding**.
4. Select a receipt, type the amount against each invoice under **Allocate ₹** and click **Allocate**.
5. When done the page shows "Everything is allocated." Ageing and reminders now reflect the payment.

7. Reminders and dunning

1. Open **Sales** › **Reminders & dunning**. Under **Dunning policies** set the steps: so many **days after due**, by e-mail or WhatsApp, in a friendly, firm or final tone. Add steps with **+ step** and click **Save policy**. **Make default** applies a policy to every customer without their own.
2. Reminders are sent every night. **Run now** sends what is due immediately.
3. **Reminder log** shows each reminder with invoice, step, channel and status.

8. Subscriptions

1. Open **Sales** › **Subscriptions**. Under **Plans** enter a code, name, price and period (**Monthly**, **Quarterly**, **Yearly**) and click **Save plan**.
2. Under **Subscriptions** choose the customer, plan, quantity and **Start** date. Tick **Pay link each period** to send a payment link with each invoice.
3. The system raises the invoice on each **Next billing** date. **Bill now** raises one immediately.
4. Use **Pause** / **Resume**, **Cancel at period end** or **Cancel now** as the customer asks.

Checks and controls

CHECKS AND CONTROLS

- The server recomputes every figure before posting; what reaches the books is never the browser's arithmetic.
- CGST + SGST or IGST is decided from your state and the place of supply, not typed.
- Invoice numbers are sequential and assigned at posting; a posted invoice cannot be edited – reverse it or raise a credit note.
- An invoice in a period whose GST return is filed cannot be reversed; raise a credit note.
- Every e-mail and reminder attempt is logged on the invoice.

Limits

LIMITS

- **Email** on a quotation or order needs the organisation's mailbox (guide 17); until then the bar shows "email off". **WhatsApp** needs the customer's recorded consent and a WhatsApp number on the party.
- E-invoice, e-way bill, payment links and WhatsApp work in test (sandbox) mode until the administrator connects and enables a live provider in **Administration** › **Integrations**. In sandbox, numbers returned are not real.
- Customer replies to e-mail or WhatsApp are not pulled into the system.

Routine checklist

Daily

- [ ] Every delivery of the day is invoiced; no invoice left in draft.
- [ ] E-invoicing list shows nothing pending.
- [ ] Receipts of the day are allocated to invoices.

Weekly

- [ ] Review receivables ageing (guide 16) and the reminder log; phone customers at the final step.
- [ ] Open quotations past their valid-till date are followed up or withdrawn; delivered orders are closed.

Month end

- [ ] Invoices not e-mailed are sent. Subscriptions billed. Sales register agrees with GSTR-1 (guide 09).