

COMMERCIAL DEVELOPMENT- Sales and Marketing

Project Report

Submitted in partial fulfillment of the requirements for the award of the degree

OF

BACHELOR OF TECHNOLOGY

In the department of

BIOTECHNOLOGY and BIOINFORMATICS

Under the supervision of

Mr. Sakeet Raina

By

RIMGIM KOUL (161831)

To



JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY WAKNAGHAT, SOLAN -
173234 HIMACHAL PRADESH, INDIA

May-2020

PROJECT REPORT UNDERTAKING

I Ms. Ringim Koul, roll no. 161831 , branch Biotechnology and Bioinformatics is doing my internship with LIDO Learning from 11-02-2020 to 11-07-2020.

As per procedure I have to submit my project report to the university related to my work that I have done during this internship.

I have compiled my project report. But due to COVID-19 situation my project mentor in the company is not able to sign my project report.

So I hereby declare that the project is fully designed/developed by me and no part of the work is borrowed or purchased from any agency. And I'll produce certificate of my internship completion with the company to TnP Cell whenever COVID-19 situation gets normal.



Ringim Koul

Date:

DECLARATION

I hereby declare that the work submitted in this Project Report under the title “**COMMERCIAL DEVELOPMENT- SALES AND MARKETING**” is completed by me at **Quality Tutorials Pvt. Ltd. - LIDO Learning, Noida** under the guidance of Mr. Sakeet Raina. Any further augmentation, continuation or utilization of this training must be attempted with earlier express composed assent from the supervisor, **Quality Tutorials Pvt. Ltd. - LIDO Learning, Noida**.

For my 7th semester project, titled **Cryopreservation and Regeneration of *Picrorhiza kurroa*** was carried under the guidance of **Dr. Hemant Sood**.

I further declare that the training work or any part thereof has not been previously submitted for any degree or diploma in any university.



Ringim Koul (161831)

This is to certify that the above statement is true to the best of my knowledge.

ACKNOWLEDGEMENT

All praises to God who bestows success and guides our destiny. Thanks to his mercy for blessing me with peace of mind and courage throughout this period to accomplish my internship successfully. A journey is easier when we travel together. This dissertation embodies the results of past 3 months of work whereby I have been accompanied and supported by many people. It is an honor and very pleasant opportunity to be able to express my gratitude to all of them. At the very outset, I would like to express my sincere thanks and gratitude to my Associate Director at Lido Learning **Mr. Rishab Arora**, my manager **Mr. Sakeet Raina** and my training managers **Mr. Gaurav Das** and **Ms. Jyotmeen Kaur**.

I really fall off words to thank my supervisor and guide at Jaypee University of Information Technology Wahnaghat, Solan Himachal Pradesh **Dr. Mrs. Hemant Sood** for being an inspiration for me and for the constant guidance and encouragement.

I am also thankful to my colleagues and friends **Arushi Verma**, **Suyash Pandey**, **Nikhil Kumar**, **Manasvi Kashyap** and **Pranav Verma** for their support.

ABSTRACT

The organization **LIDO Learning** (Quality Tutorials Private Limited) is an Education technology company which brings a combination of new technological implementations in the classroom. The main motto of the company was to create a classroom that is more inclusive and focus on the individualized learning of the students. My profile is **Business Development (Sales)** at **Noida** branch of **LIDO Learning** designated as **Senior Educational Counselor**.

This report gives a broader view of scope and development of Ed. Tech. and how has it changed and transformed the process of learning in a modern way. It also explains how this technology has made it easy for students to stay engaged through fun forms.

As a responsible employee at LIDO I was able to generate revenue of 1.40 lakhs to the organization in one month.

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ABBREVIATIONS

&	And
Cx	Customers
Ed. Tech	Educational technology
CBSE	Central board of secondary education
CISE	Council for the Indian school certificate examination
ICSE	International Baccalaureate
IB	International general certificate of secondary education
IGCSE	Unique selling points
USP	

CHAPTER 1

INTRODUCTION

The combination of teaching and learning or in other words giving or receiving knowledge about anything is called as education. Education plays an important role in individual's growth and development mentally, emotionally and socially. A knowledgeable person is the one who knows and understands both good as well as bad aspects of everything and that can only be achieved if a person is well educated.

Education technology startups have set their foot in the market and are shaking the industry. They are restructuring the classroom in a way where students can acquire knowledge by unique approaches of the teachers. They have not only made the classrooms more interactive but by adding the fun elements they have made it more interesting.

Now classrooms have even moved from the clingy desktop computers to the very handy gadgets like Tablets and Laptops and even Cell Phones. It has even helped teachers to make individualized chapter plans and learning experience that boost the learning ability of students.

One of the major impacts of Ed. Tech on education is that we have easy retention of information, there is better presentation of any information that is to be taught to the students, teaching and sharing of knowledge has become easy as well as very interesting. The involvement of animated and real pictures keep the young minds more engaged and this creative way of teaching has shown the best outcomes so far.

Even before the technology made it easy and accessible, Distance learning has been around for a long time now. All a student's needs is motivation and self discipline. Nobody can learn or groom themselves mentally in isolation and for that purpose online classes offer the courses in group forms and one to one support. Students around the globe have shown keen interest in this means of education as online knowledge acquiring provides them with student centered activities and extra support and moreover they like it better than paper and pen.

We in India have finely managed to adapt the modern gadgets, we moved from *chulas* to *gas stoves* just for our convince and ease and so has to be the education for our students. The mass needs and demands this technology. Ed. Tech. are shaking the industry .

1. ABOUT THE ORIGANIZATION

An entrepreneur Sahil Seth founded the ed. Tech. Quality tutorials private limited under the brand name- LIDO LEARNING in April, 2019. It characterizes itself as an online live tutoring platform where they get hold of students from class 5 to class 8 year long offering them the subjects Math and Sciences through an online platform that combines unique interactive lectures with the tutors from across the country including features like interactive sessions, engaging in quizzes and immersive games.



Fig.1 LIDO Platform

An Olympiad namely RACE TO SPACE is conducted by the organization all over India which helps the organization to gather personal information about the students and according to their performance, the organization reaches to the respective parents for result discussions which is done on call. A proper meeting is set and planned for the students at their own places where the Educational Counselors (representatives of the organization) take a session where they meet the student and the parents.

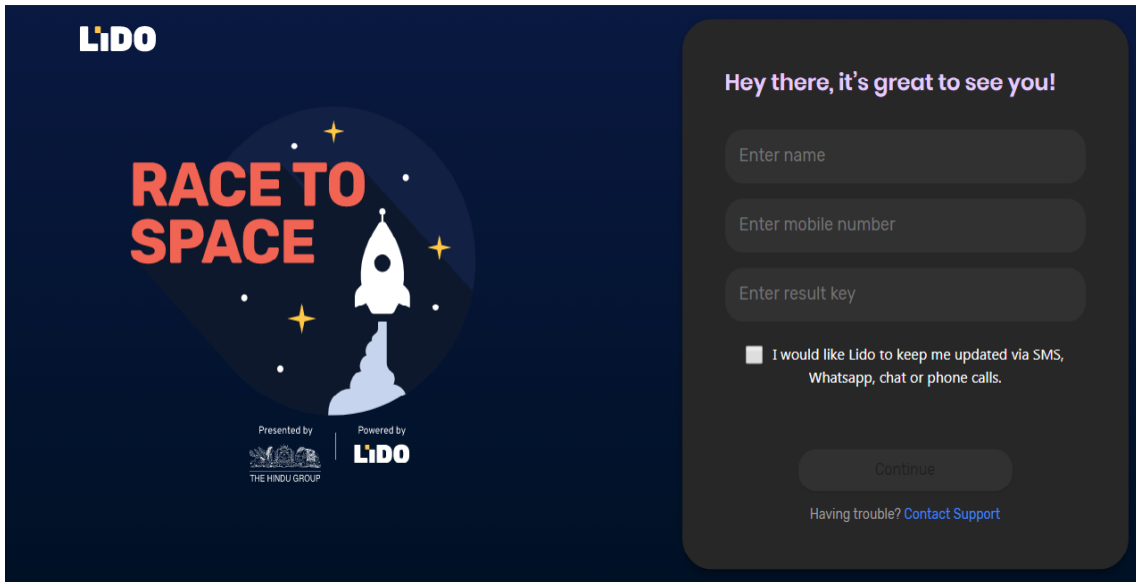


Fig.2 LIDO Olympiad- RACE TO SPACE



Fig.3 LIDO Certificate

The session is divided into 3 parts where the very first part is the introductory part where the students are provided with their respective certificates and the mentors get to know the student and make him enough comfortable so that the discussion goes smooth and the students does not hesitate to speak their doubts and problems with their academics.

The second part is where the mentors gather information about the Study Patterns of the students by knowing the daily study routine of the child and the day to day performance in schools.

The third part is the program planning where the mentors plan a Lido Learning course for the students according to their available time and demand for guidance in respective subjects.

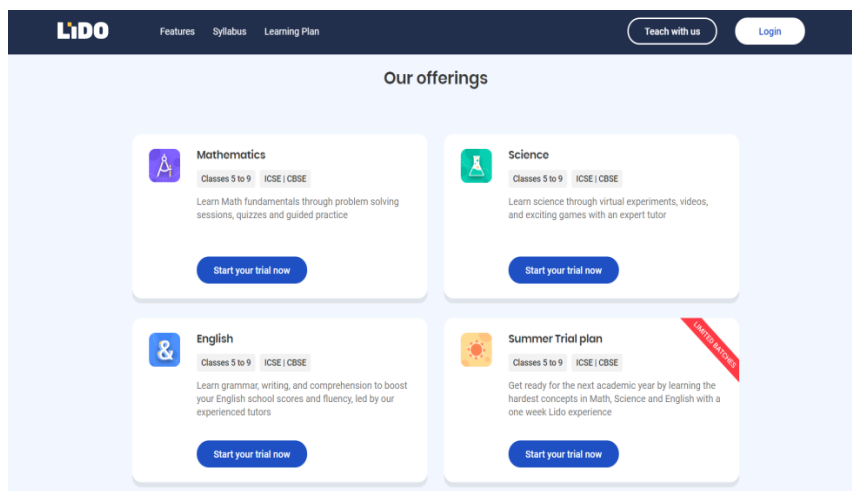


Fig.4 LIDO Offerings

The students are grouped in batches where each teacher is given a stretch of 6 students that are catergorised according to similar achievement levels, ensuring that each student gets proper guidance and time according to their potential and pace. Quality guidance can only be provided when the numbers of students are manageable and therefore the maximum student teacher ratio is 6:1

2. UNIQUE SELLING POINTS OF THE ORGANIZATION

- **Live Discussion Based Classes**

An interactive and creative classroom with maximum student teacher ratio of 6:1, real time results of live quizzes, discussions among the group over the topics taught and learned in the respective class.

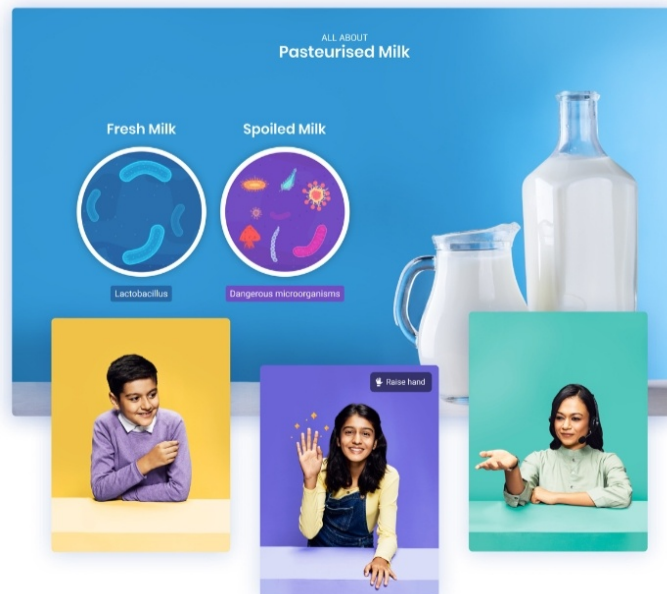


Fig5. Lido Live Lectures

- **Brilliant Teachers For Guidance**

From the comfort of home the LIDO teachers invest in student's knowledge and focus on concept building so that they shine inside as well as outside the classroom.



Fig6. LIDO Excellent Teachers

- **Limitless Practice (Personalized)**

Customized practice questions are given as homework to students on the bases of their performance in classroom and this helps them to push their limits and also provides them remedial help.

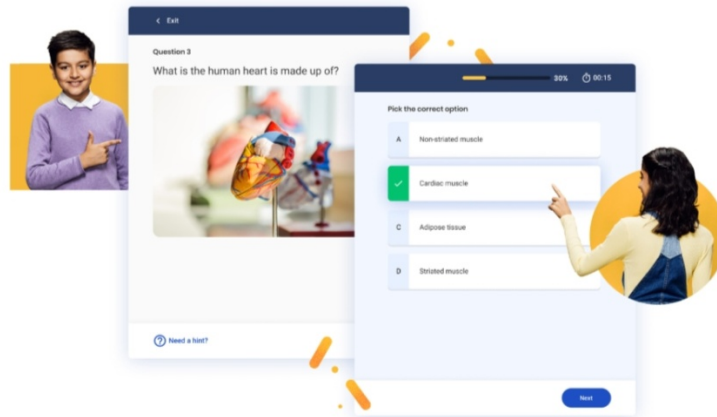


Fig.8 LIDO Unlimited Practice Papers

- **Lecture Revision**

Students can revise the lectures taught to them as the classroom has a corresponding library for that. Question banks and Anchor charts are provided in the library where the students can download them for practice after the class.

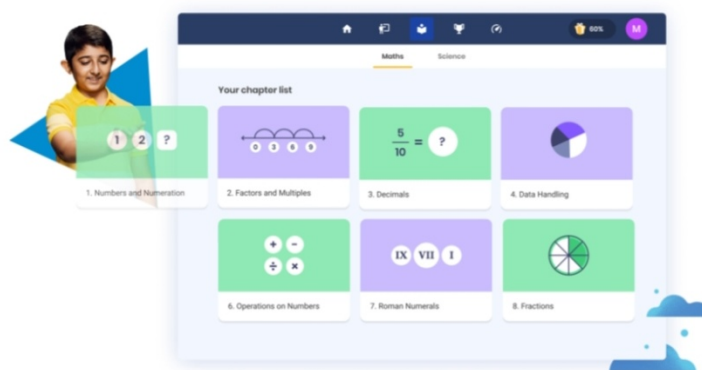


Fig.9 LIDO Practice on your own Quest Banks

- **Performance Tracking**

Students can also check their day to day performance via performances charts and improve themselves.

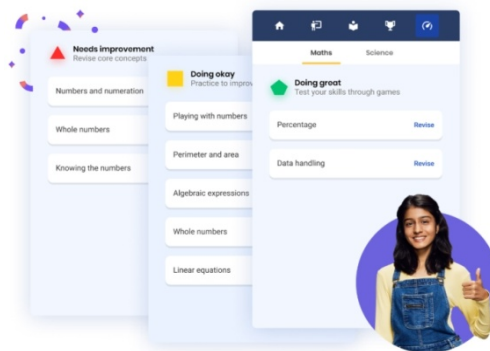


Fig.10 LIDO Sample Report

CHAPTER 2

EDUCATION TECHNOLOGY ORGANIZATIONS

There are around 13 Educational organizations in the market which are blooming due to the high demand for the same.

Listed as:

- Vedantu
- Abacus
- Extramarks
- Byjus

- Cuemath
- Meritnation
- Toppor
- Khan academy
- Mark sharks
- Localtutor
- Unacademy
- Udemy
- Robomate

1. DIFFERENT BOARDS

- CBSE
- CISE
- ICSE
- IB
- IGCSE
- STATE BOARD

CHAPTER 3

PROCESS

1. CALLING PITCH

- **Introduction and Reason for Call**

In introduction the representative of the organization calls the parent of the student and introduces himself and verification of the student is done, the conversation goes both ways. Where representative asks about relation with student and introduces the parent with Olympiad and also briefs about the marks gained in the Olympiad.

- **Rapport building**

Rapport building is a very very important part of the pitch. This is done to make a strong connect with the parent.

While building a rapport the representative talks about the student's interests and favorite subjects. The representative also asks about the home guidance being given to the child by the parents, time devoted to the child by the parents and his daily routine. Everything in rapport building helps the representative to gather a brief about the child and parents involvement in his studies.

- **Pitching the Session**

If the rapport building is strong and the parent feels the connect only then the pitch for session should begun. In this section the caller (representative) briefs the parent about the Educational Counselor who would like to meet the child and the parent at their own place for a session which that students has earned because of the Olympiad.

The caller also explains what actually the Counselor would do, he briefs that the counselor would help your child to get out of the problems what he is facing in his academics by providing him with better study patterns and modules.

- **Closing**

The closing is also a crucial part where the representative has to be very efficient to get personal information about the child :

Parent's name

Parent's profession

Parent's ph.nos.

Parent's e-mail and very important

Address of the house

In closing timing, date and day slot is also given to the parents i.e when the Educational Counselor will be visiting them.

3.2 CONDUCTION

As already discussed in the introduction, conduction is a session parents where the educational Mentors visit the students at their place gives an id proof if needed and

discuss about the child's academics in detail and provides them with the best possible solutions.

The mode of billing of the course is discussed and finally required documentation is done.



Fig.11 LIDO Employee ID with Employee ID no.

3.3 FLOW CHART

Introduction and Reason for call

Rapport Building

Pitching the Session

Closing

Conduction

Deal Closing

Documentation

Billing Procedure

CHAPTER 4

PRICING SHEET and BILLING PROCEDURES

4.1 PRICING

Once the conduction is over, the price discussions with the parents is done.

NEW PRICING SHEET 2020				
Only 1 Subject				
Class	Validity		With Tab	
	Batch till	No. of Months	Min	Max
5th	April 2021	12	38,000	48,000
5th-6th	April 2022	24	55,000	65,000
5th-6th-7th	April 2023	36	75,000	85,000
5th-6th-7th-8th	April 2024	48	95,000	105,000
5th-6th-7th-8th-9th	April 2025	60	115,000	125,000
5th-6th-7th-8th-9th-10th	April 2026	72	135,000	145,000
2 Subjects				
Class	Validity		With Tab	
	Batch till	No. of Months	Min	Max
5th	April 2021	12	55,000	65,000
5th-6th	April 2022	24	85,000	95,000
5th-6th-7th	April 2023	36	115,000	125,000
5th-6th-7th-8th	April 2024	48	145,000	155,000
5th-6th-7th-8th-9th	April 2025	60	175,000	185,000
5th-6th-7th-8th-9th-10th	April 2026	72	205,000	215,000
*Next session will be starting from 15th March				
*For Sibling cases 10% discount is applicable				

Fig.12 LIDO Pricing Sheet

4.2 Billing

The billing procedure is carried by different modes :

- One Shot
- Eduvanz
- Bajaj
- Credit card
- I2I

CHAPTER 5

INTERNSHIP TRAINING

We joined as an intern BDA-Trainee on 10th feb, 2020 where we were under Mr Piyush for a day. He introduced us with the company by letting us know about the work culture of the organization and also about the other employee. On 10th we were only for the documentation purpose. Mr. Piyush gave us a tour of our office and motivated us to work efficiently .

From 11th feb, 2020 started our training where the group was divided into two where one batch was under Mr. Gurav Das and the other batch was under Mr. Arya Anand.

JOB PROFILE

Employee Name: Rimgim Koul

Tenure: 6 months

Employee Id: Qt983

Designation: Sr. Educational Counselor

Department: Sales and Business Development

I was under training manager Mr. Gaurav Das and Ms. Jyotmeen Kaur our training phase was very helpful for all of us we were given complete knowledge of how to talk to the consumer and all this started with signing in to our tabs, making us the student and our trainer the teacher in the LIDO application – student dashboard.

We had to login into the application everyday where we were given theoretical knowledge and further it was explained by our trainer, he always emphasized on the talking points that we further used in our call.

We would reach office by 10:00 A.M sharp or 9:00 P.M during the training time and all of us were encouraged to speak up and let go of the awkwardness in us. Day off would lead to LOP.

Our managers would teach us each and every thing about the calling pitch and the conductions.

They very well prepared us with the counters that parents would ask during calling.

And the best part of the training was that we were supposed to personally do each assignment , quizzes etc so that we get to know how actually LIDO works and similarly we could guide the students too. We were taught everything chapter wise.

After the two week training we were made the part of the sales team where I was under Mr. Sakeet Raina , who would send us the leads (Cx) and we would work on them.

Calling

Introduction

Pitching

Closing

Conduction

Deal Closing

5.1 COUNTERS

a. Who gave you this phone number? (Trust based)

i. Mention Race to Space and the fact that the student gave the phone number during the test

b. When was the exam held?

i. Exam was held in May across 8000 schools pan-India

ii. The second round is in December / January

c. We don't want anything / not at all interested

i. Re-emphasize exam and the child's name as a way to hook the parent

d. Who are you? In what capacity are you calling?

i. Mention that you are an academic advisor / academic guide and you are calling for a mentoring session

e. What is the result / outcome of the exam?

a. Mention the Race to Space results that the child achieved

f. Did you check the exam papers?

i. The caller did not check but these papers were corrected by Lido's team of teachers and I am just communicating these results to you

g. Why is this communication coming from you and not directly from the school?

i. No, we are not calling from the school but Lido organized this exam in conjunction with the Hindu

ii. We are therefore calling you directly

h. On what criteria did you select my child / are you pushing them through?

i. The child has been selected on the basis of a particular average score

i. "Okay, fine - why are you telling me all of this?"

i. The personal connect has been lost so the BD has to quickly get to the point regarding the Olympiad

ii. Go into the Olympiad result, pitch the session, and then go into the product i.e. that we will be providing learning solutions

j. How is this counseling session different from others? We have done several other counseling sessions.

i. We are coming through an organization that administers the exams and this session will help your child in going to the next round

ii. We need to emphasize on the methodology of the session and emphasize:

1. Concept

2. Presentation

3. Confidence

5.2 CLOSED DEALS (During 1st month of Internship)

- RUPAM KAMMAKAR



Fig.13 LIDO Customer 1

- RAHUL KUMAR



Fig.14 LIDO Customer 2

- UMANG KUMARI



Fig.15 LIDO Customer 3

5.3 PLATFORMS

- **LIDO Dashboard**

LIDO'S dashboard has many options like Home, Library, Classroom, Performance and Reward.

HOME: Here were the different assignments, quizzes, question banks etc. that we were supposed to do after each chapter we learned.

LIBRARY: Library had some extra animated videos that would make our concepts more clear about the topics we were taught. It also had end to end exercises as practice questions.

CLASSROOM: In classroom we were taught all the required theoretical portion of the Internship and after each chapter we would do a group discussion.

PERFORMANCE: Performance section would show out report card on daily bases assignments and quizzes we did.

REWARDS: This section would award us with the gems and coins after each assignment and quiz was successfully completed . This would definitely boost and motivate us for better improvement in next lectures.

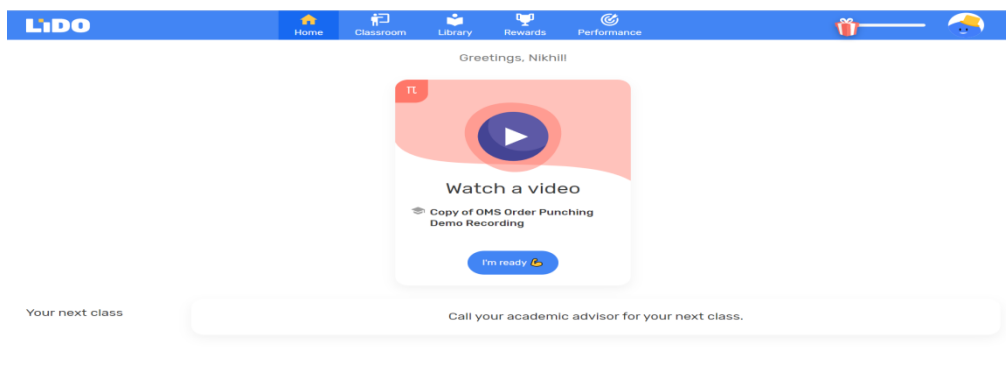


Fig. 16 LIDO Dashboard

▪ SALESFORCE

It is a software company that is based on cloud. Headquartered in California, the service provided by the company is CRM & also sells other services that focus on Customer Service, Automation & Application Development.

For each and every Sales & Business Development employee a Salesforce Account is created where each every detail of the lead (customer i.e the students) is recorded.

Salesforce also helps employees to maintain their work and also shows them their progress in work though graphs.

It basically manages employee's account.

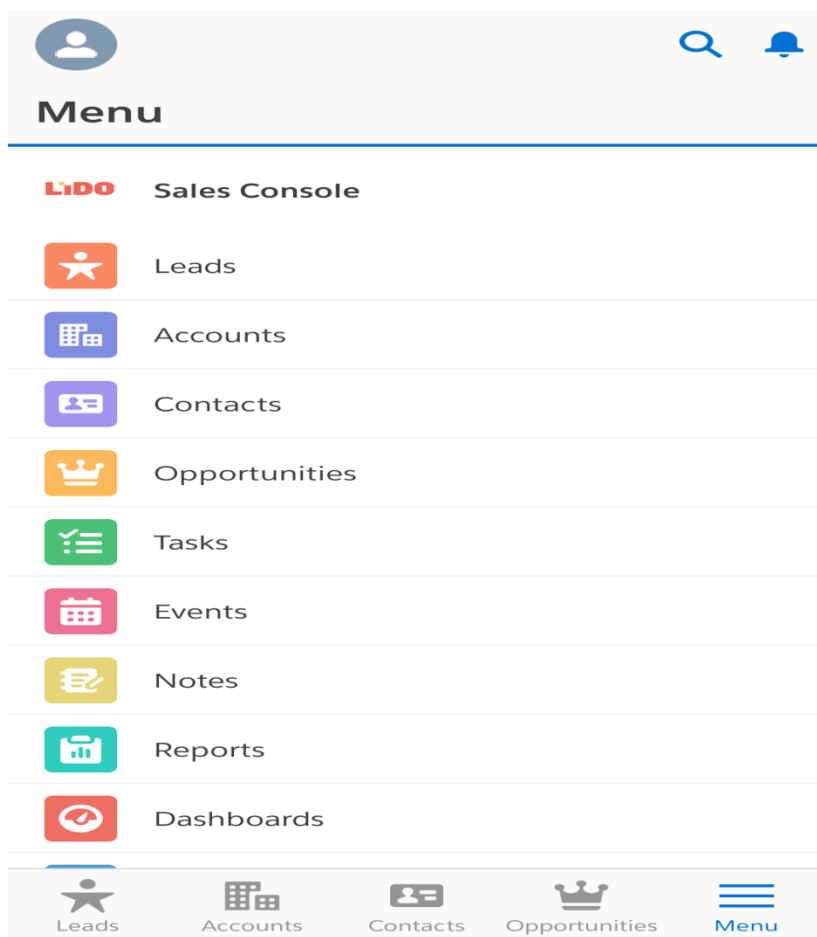


Fig.17 Lido Salesforce Account

- **PLUTUS**

During this time of pandemic, the organization introduced PLUTUS, a platform that helped the sales & business development employees to connect to the customers via online medium.

It helps the employees to do video conferencing with the Cx and also provides the service of screen sharing with the Cx.

There's a 30 minute registration procedure where the BDA's register the Cx through their mobile number. Plutus is an exclusive platform used frequently these days by the professionals for meeting with other officials, customers and even by parents and teachers.

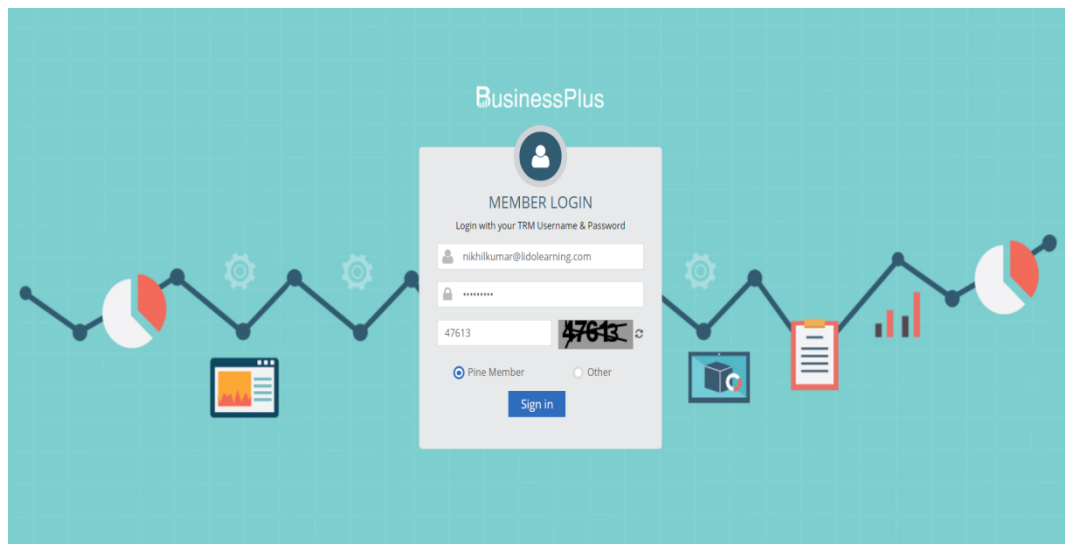


Fig. 18 LIDO Plutus Screen

CHAPTER 6

CONCLUSION

As a trainee at LIDO learning Noida, my main goal was to generate maximum revenue for the organization through sales. I worked and still continue to work exactly as I was trained by my training managers. This key point of my profile is the Patience.

As an part of the Sales & Marketing Department I have been taught to be patient and calm. My work has taught me a lot and everything I know today as an professional nis due to good as well as bad experiences.

With each experience I grow a little more every day. My failures and my achievements both have taught me something new each day. I am more confident in my speech, my personality because as a sales and marketing person the important part is to have a striking personality, excellent command over speech, great deal of patience and excellent convincing skills.

Dealing with different people and different mindsets, knowing different stories each day has not only groomed me for my profession but also gives me daily lessons for life. My

experience with has so far been very life changing. The opportunities that I get each day helps me to embrace myself and get fully equipped with knowledge.

I am looking forward to many more great experiences.

REFERENCE

- <https://www.lidolearning.com/>
- <https://analytics.pinelabs.com/login>
- <https://student.lidolearning.com/>
- <https://lidolearning.my.salesforce.com/?ec=302&startURL=%2Fvisualforce%2Fsession%3Furl%3Dhttps%253A%252F%252Flidolearning.lightning.force.com%252Flightning%252Fo%252FLead%252Flist%253FfilterName%253D00B2u000000LS3rEAG>
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