SALES AND MANAGEMENT

Training program under

QUALITY TUTORIALS, LiDO LEARNING

SECTOR-2, NOIDA

From 11/02/2020 to 23/03/2020

TRAINING REPORT

Submitted in partial fulfilment of the requirements for the award of the Degree
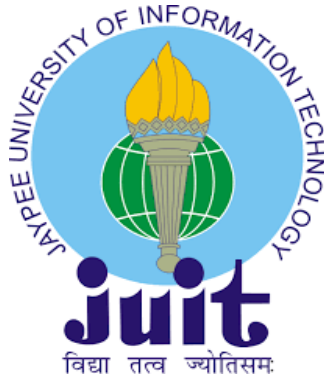
of

BACHELOR OF TECHNOLOGY

IN

CIVIL ENGINEERING

by

UTKARSH CHAUHAN (161687)
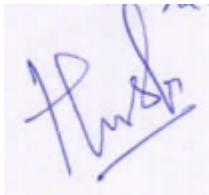
to

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY

WAKNAGHAT, SOLAN – 173234

HIMACHAL PRADESH, INDIA

MAY-2020

STUDENT'S DECLARATION

I hereby declare that the work presented in this training report for **"SALES AND MANAGEMENT Training program done under QUALITY TUTORIALS, LiDO LEARNING SECTOR-2, NOIDA''** submitted for fulfilment of the requirements for the degree of Bachelor of Technology in Civil Engineering at **JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT** is an authentic record of my work carried out under the supervision of **DR. SAURABH RAWAT.** This work has not been submitted elsewhere for the reward of any other degree/diploma. I am fully responsible for the contents of my project report.

Signature of Student

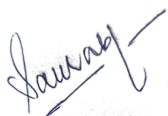Utkarsh Chauhan

161687

Department of Civil Engineering

Jaypee University of Information Technology, Waknaghat, India

May , 2020

CERTIFICATE

This is to certify that the work which is being presented in this training report for **"SALES AND MANAGEMENT Training program done under QUALITY TUTORIALS, LiDO LEARNING SECTOR-2, NOIDA''** in fulfilment of the requirements for the award of the degree of Bachelor of Technology in Civil Engineering submitted to the Department of Civil Engineering, **JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT** is an authentic record of work carried out by **UTKARSH CHAUHAN (161687)** during a period from 11/02/2020 to 23/03/2020 under the supervision of **MR. SAURABH RAWAT** Department of Civil Engineering, Jaypee University of Information Technology, Waknaghat. The above statement made is correct to the best of my knowledge.
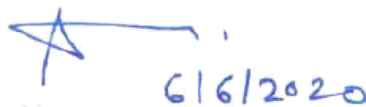
Date: June 4th, 2020 ....

6|6|2020

Signature of Supervisor   Signature of HOD   Signature of External

Dr. SAURABH   Dr. ASHOK KUMAR   External Examiner

   RAWAT   GUPTA

Assistant Professor   Professor and Head

Department of   Department of

Civil Engineering   Civil Engineering

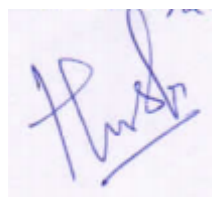JUIT, Waknaghat   JUIT, Waknaghat

PROJECT REPORT UNDERTAKING

I Mr. <u>UTKARSH CHAUHAN</u> Roll No.<u>161687</u> Branch <u>CIVIL</u> is doing my internship with <u>LiDO, Quality Tutorials Ltd.</u> from <u>February, 2020</u> to <u>April, 2020.</u> 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 report is fully designed/developed by me and no part of the work is borrowed or purchased from any agency. And I'll produce a certificate/document of my internship completion with the company to TnP Cell whenever COVID-19 situation gets normal.

Signature

Name UTKARSH CHAUHAN

Date   JUNE, 2020

ACKNOWLEDGEMENT

It has been a wonderful and intellectually stimulating experience working on **"SALES AND MANAGEMENT Training program done under QUALITY TUTORIALS, LiDO LEARNING SECTOR-2, NOIDA''** which gave us full knowledge and innovative ideas in this field

We gratefully acknowledge the management and administration of **JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY** for providing us the opportunity and hence the environment to initiate and complete the project till now.

We would like to express our sincere gratitude to our project guide **DR.SAURABH RAWAT** for his guidance regarding this project.

ABSTRACT

This training report is an outcome of the training ....

The report explains initially about the scope and development of educational technology and how it has transformed the process of learning. Further a research has been done with respect to various Edutechs and BOARDS that are crucial for process of education in the country and are changing its landscape every day.

The report also deals with and introduction to LIDO learning, the palace where the Dales and Management training was undertaken.

The report further explains about the weekly progress and works carried out as the initial two weeks were spent on training and acquiring knowledge about the job profile, ways of carrying out the task, knowledge about field and ways to establish oneself. The report gives a detailed account of all the work done in other weeks namely field visits, conductions done, sales conducted and an account of true experience.

The report also presents a pictorial representation of the work to provide proper insights and representation of the work done.

The report aims to explain the experience and learning at the LIDO learning and the outcomes of the work.

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

LIST OF ACRONYMS

&	And
Anr	Another
i.e	That is
r/w	Read with
CBSE	Central Board for Secondary Education
CISCE:	Council for the Indian School Certificate Examinations
ICSE:	Indian certificate secondary education
IGCSE	International General Certificate of Secondary Education
IB	for International Baccalaureate
NTSE.	National Talent Search Examination
NLSTSE	National Level Science Talent Search Exam
INO	Indian National Olympiad
IOM	International Olympiad for Mathematics
NTSE.	National Talent Search Examination
NLSTSE	National Level Science Talent Search Exam

CHAPTER 1

1. INTRODUCTION

1.1.   GENERAL

'Edutech' is the abbreviated form for educational Technology which refers to the use of physical tools, software and such practices to enable and simplify learning. Education is a tool that has enabled mankind in various vistas to his utmost potential, each day discovering and inventing a life such is aimed at perfection. Education is as old as time, from being taught at gurukuls, the ancient roman schools to the modern day studying with virtual learning, it is indeed right to say that education, and its ways has come a long way. Education plays a vital role in enabling human beings to conquer everything within and around. Various scholars such as Aryabhatta, Aristotle and Plato gave the world new nuances, experiences, opinions, and a direction to improved and advanced living.

Education plays a very important role in the development of a country for it aids to the most important resource of the country that is the Human Resource. EduTech refers to creation and management of processes that are technological and the use of other education resources so to improve the performance i.e. academic. It can be defined as a field which consists of continued efforts, endeavours and initiatives to bring together student and faculty in a setup that along with technology provides an effective means so as to empower learning along with solving the problems faced in this regard. EduTech therefore is a tool to create a friendly niche where students get a platform to explore their potential, solve issues faced by them at a single pedestal, thus facilitating holistic growth. education technology is essential for better learning and development of a child and to make studying and

Education has been considered to be a human right by various international organisations and covenants such as the Universal Declaration of Human Rights, the International Conventional on Social, Cultural and Educational rights. In India, the Right to free and compulsory education was given the status of a Fundamental right in the 2005, when the Article 21A was added to part III of the constitution of India.

use of physical tools, software, theories and practice to facilitate learning are combined in EduTech . to help and improve user's academic performance EduTech creates and manages technological processes and educational resources. This is a field that has been described as a initiative to bring students, teachers together in an effective way by the means of technology provided in today's era, EduTech is a better tool keeping in mind the problems faced by the learner in gaining knowledge to make a friendly environment for the student so that all the problems faced are sorted simply at one single platform.

educational technology is defined as "the study and ethical practice of facilitating learning and improving performance by creating, using and managing appropriate technological processes and resources" by The Association for Educational Communications and Technology (AECT). It denoted instructional technology as "the theory and practice of design, development, utilization, management, and evaluation of processes and resources for learning". EduTech involves the process of combining the present technology with education in an optimistic way so as to promote holistic learning environment. It is the combination of all education sciences applied in a reliable manner and the processes derived from scientific research which may be theory or algorithm based it therefore enables a student to befriend technology and put it into use making education fun and enjoyable

EduTech as the name refers is applying technology to advance education . it combines the knowledge gained from educational practices to theoretical knowledge, such knowledge may be derived from different vistas for example psychology of the person, skill of communication, sociology, law, computer sciences and artificial intelligence etc. it extends to various domains such as computer based learning using technology like mobile phone, computer desktop, laptop etc. which aid the students in the process to learning. Video calls, live examples, recorded modules and other such tools help in the overall development of the student. Science and technology has entered every field of human life and has affected it immensely, but as far as education, way of learning and way of teaching is concerned the setup of teaching is a classroom is much the concept and technique that is followed in most part of the world. Though in recent times there has been use of electronic devices such as smart class modules in the classroom but still the main method of teaching remains being taught live by a teacher. Where some of the educationalist believe that there can be no end to this age old process of teaching; EduTech on the other hand has revolutionised the indigenous way of teaching.

The first instance in the history of EduTech was making copy of books which formed the backbone of education system, writing slates and black board which has been used for more that millennium now are also a part of its history. In the beginning of 20th century duplicating machines like mimeograph and gestetner stencil were used to produce short copies. It was in the middle of 1960's that Rechard.C.Atkinsan a psychology professor at the Stanford university for the first time used a computer to experiment teaching of arithmetic and spelling to students of elementary level in a school in California.
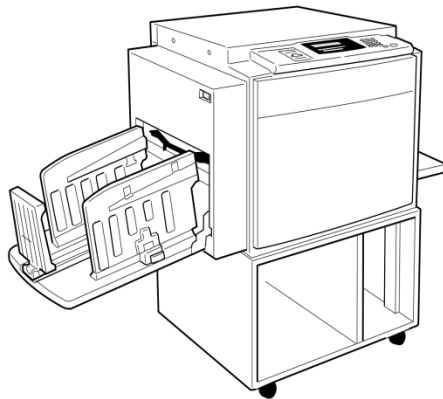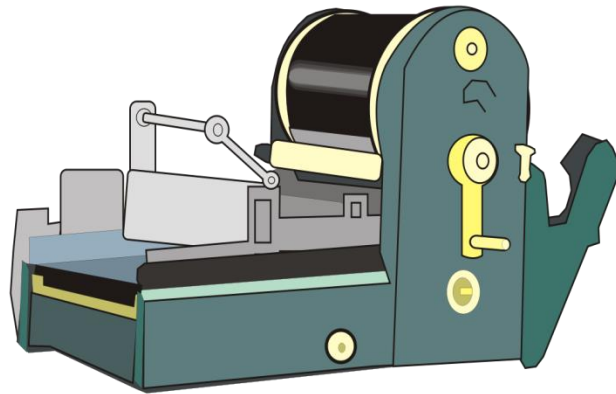

Fig.1

(Gestetner)

Fig.2

(Mimeograph)

The first online course was offered for DOS and Commodore in the year 1986 by electronic university network by 2002 MIT had started providing free of cost online classes. According to the records of 2009 an average of 5.5 million students across the globe were taking at least one online class and the number seems to be increasing each day.

Education institution have now began to take advantage of the new medium provided by EduTech in the form of distance learning. Distance learning courses which us computer networking for the use of exchange of information and knowledge have now become common and have benefited masses. The Open University in Britain is among the first ones to revolutionise the use of internet to deliver courses and learning online. not only knowledge but web based training is also being imparted. As EduTech provides for means of assessing students, via online tests etc. has made this system much effective and successful.

Educational technology is growing and developing further each day according to the needs of the hour. With advancements in technology, EduTech now aims to make every student

familiar with techniques which allow him to be enrolled and educated through tecgnology at its best.

BENEFITS

The foremost advantage of EduTech is that it provides the best of content which is well tested and checked. It helps the pupil to get best knowledge which is well refined and selected. This way it removes place for any inhibitions and doubts.

Through such technology education can be simplified according to the needs of every child and designed according to individual behaviour. This allows for effective individualization which otherwise is one big concern as in the ordinary set up it is difficult for one faculty to provide individual attention to all students.

Time-saving is one of the pros for the student is prevented from travelling, unnecessary workload. It saves time by providing student with the exact information that he or she desires, which can above all be availed at home without going to far of places.

There are varieties of courses and material offered via EduTech which can benefit students from different walks of life. It helps the non-full time students especially to complete their education or take bridge courses etc.

The material available in such manner can be easily accessible and used by a wider audience. It has no hindrances be it topographical, linguistic or technological.

The use of educational applications has had a tremendous effect on the learning outcomes. According to various tests, the mobile based educational applications have led to reducing the gap between struggling and average students. the technology is such that it can be used by pupils from all ages, due to the advanced use and facilitated learning by means of relevant pictorial and video graphical means, it can be availed by pupils from all ages and backgrounds. The technology with respect to education has made it accessible to children as early as three and four year olds. There are specifically designed games and application for small children to provide healthy exercise to their brains which has yielded great results.The technological advancements have also been helpful in providing skill based training to the students and teachers as well which helps to provide them with the required techniques and tricks to understand the needs of the students.

1.2. EDUTECHS

Some of the well known edutech that have entered the market and are providing,

Sr.no	Name	Features
1	Vedantu	- An Indian based online live tutoring founded in 2011 - Ensures a student gets the entire attention of a dedicated teacher and learns at his/her pace, monitored technologically for further improvement, anywhere- anytime learning, live audio-video connection between teacher & student at very low internet bandwidths, live session on mobile devices - Uses a virtual knowledge platform called WAVE (White board Audio Video environment. - It provides a option to the students to chose from available tutor of their choice.
2	Cuemath	- Is a platform for learning mathematics for pupils from Kindergarten to Grade 8, operating on a microfranchising model. - Founded in the year 2014. - helps to create passion for mathematics in students with the box – a set of manipulative that lets every student touch feel and construct every concept. - The program involves delivering home-based worksheets, games, comics and puzzles etc. to enable students in learning in effective manner.
3	Abacus	- Develop concentration, listening and creativity in

		the child, enhance imaging skills, develops speed in reaching and listening
4	Localtutor	- An application to provide online tution - holding good reputation and good results. - Provide learning through experienced, trained and verified tutors.
5	Extramarks	- Gives a platform to solve your curriculum queries, test preparation for iit-jee, aiims/neet, CA foundation - Focuses at creating student friendly digital learning solutions.
6	Toppor	- Providing guidance to students for career passed exams such as Jee, neet etc and providing courses for their preparation. - They guide students with the help of modules and provide sample papers with step-wise solutions.
7	Meritnation	- Meritnantion is a pedestal providing live classes, study material, animated videos , solved sample papers etc, - Provides guidance for Jee, neet, nda, ca-cpt, bba.
8	Mark sharks	- An educational technology application which provides guidance modules for CBSE Math and Science. - Provides modules for each chapter that can be downloaded for offline study as well. - Helps in improving learning with the help of Challenging games, and easy to study modules.
9	Khan academy	- An incredible set up to nurture students all over India. - An American-based organization created in 2008 bySalman khan, its creator.

		- This is a Non-profit organization with the aim to to provide education that is free and world –class for anyone, anywhere. - The education provides short lessons in the form of videos, covering math K-12, science, grammar, history, SAT and more. Its most differentiating feature is that it is free of cost and can be availed by anyone.
10	Robomate	- An app based that is curriculum based for exam preparation which also beused for self-learning or complementary learning - Provides edged preparation for Jee main, jee advanced, ca cpt, ca ipcc, mba, cat, cmat, cet (mht-cet, kcet), board exams such as cbse & icse (class 9 and class 10), ssc , hsc commerce(class 11 and class 12), fybcom mumbai university and hsc , science(class 11 and class 12). - Provides Demo videos, additional support for missed lectures, 360 degree learning and any other guidance required before the exam. - Its tutorial has been adopted at over 250 schools across India.
11	Unacademy	- One of the largest and most famous educational technology platform in India. - Founded by Roman Sahni - Provides preparation for UPSC, CSE, bank papers, IIT-JEE, SSC, railway exams, defense Exams such as CDS, AFCAT, NDA etc - Provides lessons in the form of video lectures fro experiences tutors and educators - Provides mock tests, lectures, notes shared as pdfs, accessible to all devices

13	Byjus	- BYJU's – the learning app; is the brand name of Think and learn Pvt. Ltd. - Was founded in 2011 by Byju Ravindran. - Their main product is a mobileapplication called BYJU's which provides educational and learning content to students. - Covers cbse, ncert, icse, cat,ias,jee,neet, state boards, government exams, sample papers, free home demo.

Table-1.1

(Different EduTechs in markets)

1.3. BOARDS

1.3.1. CBSE

- Stands for Central Board for Secondary Education is the educational board in India operational at the national level for both Public nad private schools and is manages by Government of India.

- CBSE follows a compact structure which makes the CBSE syllabus easier than that of other boards and comes in both English as well as Hindi curriculum

- CBSE follows grading system i.e. Continuous And Comprehensive Evaluation (CCE)

- JEE Main, NEET, IIT, AIPMT are based on the syllabus of CBSE Board. CBSE is followed till 10+2

- CBSE is widely spread in the country and is Recognition by all colleges in India.

- There are more than 200 schools in 28 foreign countries that are affiliated to CBSE.

1.3.2. CISCE:

- Stands for Council for the Indian School Certificate Examinations

- It conducts Indian certificate for secondary education.

- It was established in the year 1958.

- Students may find syllabus a bit cumbersome

- ICSE comes under CISCE, it is a non-governmental board of school education in India, till class 10.

- There are more than 2,100 schools affiliated to the board in and outside India.

1.3.3. ICSE:

- Stands for Indian certificate secondary education
- The course and manner of examination conducted by the board is based on the recommendations of the New Educational Policy of 1986.
- ICSE Syllabus is considered to be more difficult than CBSE, ICSE follows only English
- ICSE even has subjects for Fashion Design, Agriculture, Home Science and Cookery etc.
- ICSE follows percentile grading unlike CBSE, and is followed till class 10.
- ICSE certificates are recognized by foreign schools and have an upper hand when it comes to exams like TOEFL(Test of English as a Foreign Language)
- ICSE is believed to be more extensive and burdensome.
- The board does not allow or permit private candidates to appear for examination and is only available to schools for affiliation.

1.3.4. IGCSE

- Stands for International General Certificate of Secondary Education
- students with IGCSE board can apply to foreign universities where CBSE and ICSE board is not recognised.
- It was developed and established by University of Cambridge International examinations.
- Students usually begin studying at the beginning of year/grade 10 and the examination is conducted at the end of year 11.
- Students who have studied from any board can join IGCSE and continue in contrast to the students who have to study in CBSE from the beginning to continue their study to class 12

1.3.5. IB:

- Stands for International Baccalaureate
- It is very helpful for students whose parents are NRI or have a plan to move abroad.

- IB is recognized by UNESCO but Tuitions and books not easily available in the locality for IB board.

1.3.6. State Board:

- Refers to State Government Recognized Board

- Textbook, Teachers are easily available for State Board.

- There are reserved seats within the state recognized colleges for State Board passed students.

1.4. OLYMPIADS

1.4.1. National Talent Search Examination or NTSE.

- National Talent Search Examination (NTSE) is a an exam which is a for scholarship conducted by the National Council of Educational Research and Training (NCERT) to identify talented students who want to pursue higher education in Science and Social Studies streams. The exam is conducted for students studying in class 10th.

1.4.2. National Level Science Talent Search Exam or NLSTSE.

- NLSTSE is conducted by the Unified Council, student of any class who achieves 100% marks is awarded a prize of Rs. 2,00,000, If not student with the highest percentage of marks among all the classes is awarded Rs.1,00,000.

1.4.3. Indian National Olympiad (INO)

- Indian National Olympiad /Science Olympiad is conducted by Homi Bhabha Centre for Science Education and the students from classes lower than 12th standard can participate in it students with good performance are awarded with gold and silver medals based on their performance.

1.4.4. Science Olympiad Foundation

- Students studying in classes I to XII can participate in the olympiad. The question paper consists of multiple choice questions on an OMR sheet. Results are announced for international rank, zonal rank and school rank.

1.4.5. International Olympiad for Mathematics (IOM)

- It is a 3 level exam, for classes 1st to 12th, top 1000 students compete for the 2nd round

- Olympiads 1st rank holders of classes 6th to 12th from 2nd level compete for level three i.e conducted in New Delhi itself.

1.5. <u>LIDO</u>

LIDO is an Edu. Tech. Co. that focuses on providing better learning to the students of classes 5-9(CBSE), class 9(ICSE) with the help of live interactive sessions in field of math, science and English in order to increase their understanding of the subject with the help of concept videos, trained teachers, in class quizzes and live results that can be monitored by the guardian itself. Lido provides kids immersive games with story lines that test concepts and for real time results. Each trained teacher has a batch of 6 students to keep a proper check firstly on the understanding of concepts and secondly to clear the doubts that each student has in the given time at the end of session.

The teachers are trained to motivate the students and breakdown the solution for better understanding. LIDO provides students with personalized H.W. and self-paced lessons with rewards. The batch and practice quiz are made according to the aptitude of the students so that no child is left out and there is continuous improvements in their performance. LIDO follows the rule of [$A^2 P^2$] i.e. <u>A</u>ttendance <u>A</u>ttention <u>P</u>articipation and <u>P</u>erformance for parents to analyse their child, and class report of each session is given to the guardian which includes the time student has spent on the session, what they can do to improve.

The teacher can always be replaced if the user is not satisfied by the tutorial delivery. The parent can book demo classes initially and if they find the product useful, they may buy the product and enrol in any of the 4 batches that we provide for CBSE curriculum and 2 batches that are provided for ICSE curriculum.

With the help of the Olympiads conducted in schools all over India, LIDO gets access to students and is able to judge the needs of students according to their performance. The company then send its representative as an Educational advisor to personally meet the parents or guardian of the child and the child himself and to explain to him the LIDO way of learning along with the strategy for better understanding.

In case the student agrees, he then becomes a member of LIDO learning and is given the opportunity to purchase the course or subject of his choice from the variety of available courses (this is so that students may not need to purchase all subject but only the one that he faces issues with).
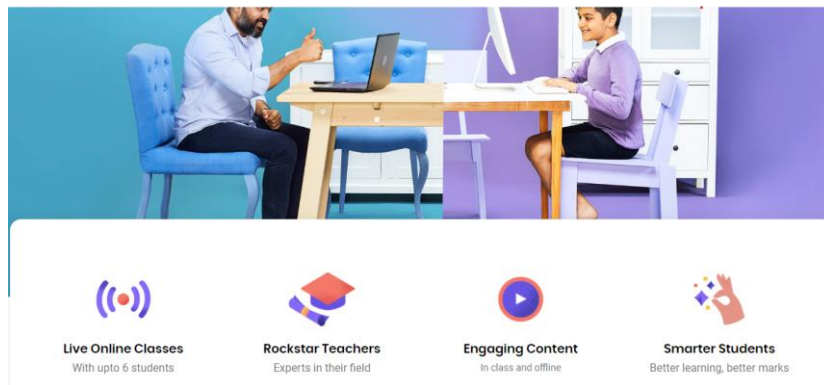

Fig.3

(LiDO Experience)

The company provides the student with an electronic tablet fitted with LIDO app to be used for learning and nurturing. In this way LIDO has helped thousands of students in India and abroad to study with the help of best possible technology and has yielded results from students. It continues to grow and help in development of child which is not only academic but also based on values, creativity and is thus holistic.

CHAPTER-2

2. WEEKLY REPORT

2.1. TRAINING

2.1.1. WEEK 1

Our joining came with our appointment letter which was for 11th of February, we were asked to be present at the Noida branch with our documents for the joining. On the first day we were addressed by Piyush Raj who helped us with filling up of the documents and creating a salary account after that we were briefed about the company and our job profile.

JOB PROFILE:

Employee: Utkarsh Chauhan, BDA (business development associate)

Department: Sales and Revenue

Working as :   Senior Educational Advisor

Tenure: 3 months

After this we were divided into 2 groups and I was assigned to my trainer Gaurav Das, 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 emphasised on the talking points that we further used in our call.

We had to reach our office by 10:00 A.M sharp or we use to get LOP (leave of pay) for the day this bounded us in time our office timings were from 10:00 A.M to 7:00 P.M during the training time and all of us were encouraged to speak up and let go of the awkwardness in us. Our manager for this period was our trainer Gaurav Das who accessed us in every field and encouraged us to do better he kept us motivated and gave a friendly environment to work in.

We got to know how the app works, we first had to login in it and the interface was like this
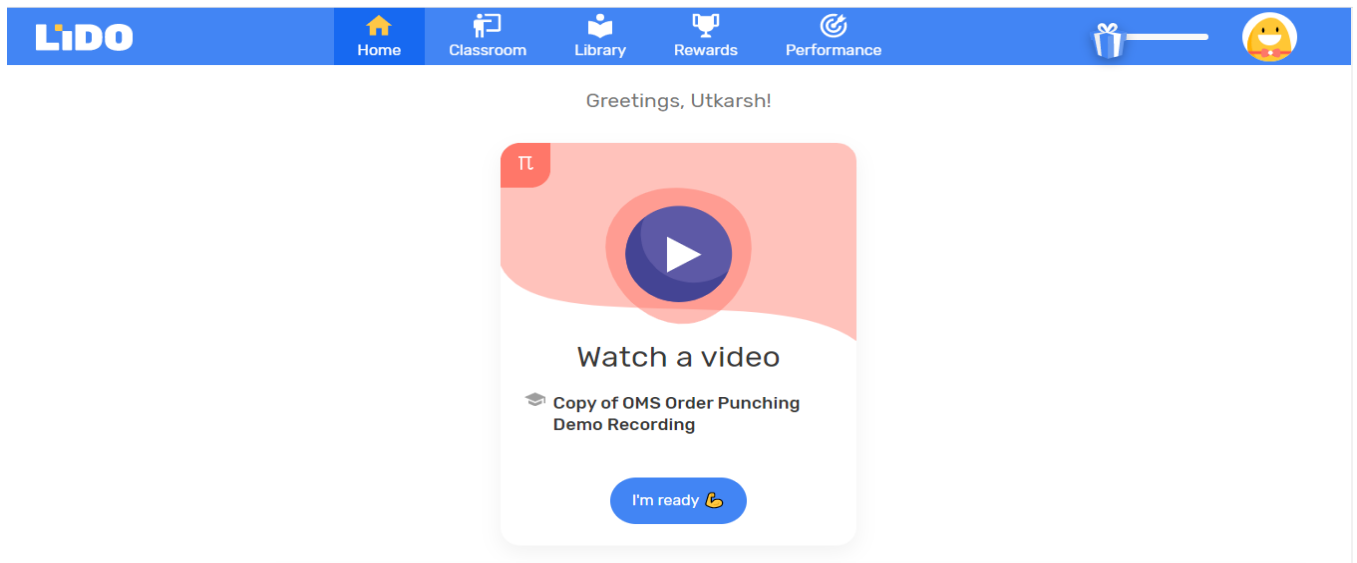

Fig.4

(LiDO console)

It consisted of HOME, CLASSROOM, LIBRARY, REWARDS, PERFORMANCE.

HOME: home section consisted of the daily assignments that we had to do as we can see in fig.1 after clicking on "I'm Ready" our assignments started and these were different as we progressed

CLASSROOM: Classroom consisted of the theoraitical syllabus that we were given each day this was explained by our trainer to us and after the explaination part discussion was done on the topic we were asked for our quiries and the were different sets of questions to answer

LIBRARY: Library had some extra videos for us that we had to go through in our free time these had different situations in which we had to respond and at the end of the exercise our response was noted and submitted to our trainer for our assessment.

REWARDS: Rewards section was a part of the interface which was provided for the students using LiDO Experience which lured them to do their work.

PERFORMANCE: Performance section showed our assesment of the assignments given to us.

We were also given different quizzes which in MCQ format and we had to complete these after each days work it tested our learning and grasping of the content gven to us. As the days passes in training we were now practising our conduction module, and recording of call logs were

submitted to the trainer to which he guided us how to improve and take hold of the customer over call.

The call must be of 15-25 minutes in which we have to build proper connection with the parent so that the meeting can be fixed, raport building must be done effectively so that the parent's concern for the kid can be used for converion of the lead at the end. The parent is alywas knows better about hus kid and so he must be treated in that way and you should build trust as you are the one concerned for his child as he is and talk to him on his level as he has much more experience than you. Calling consisted of following points:
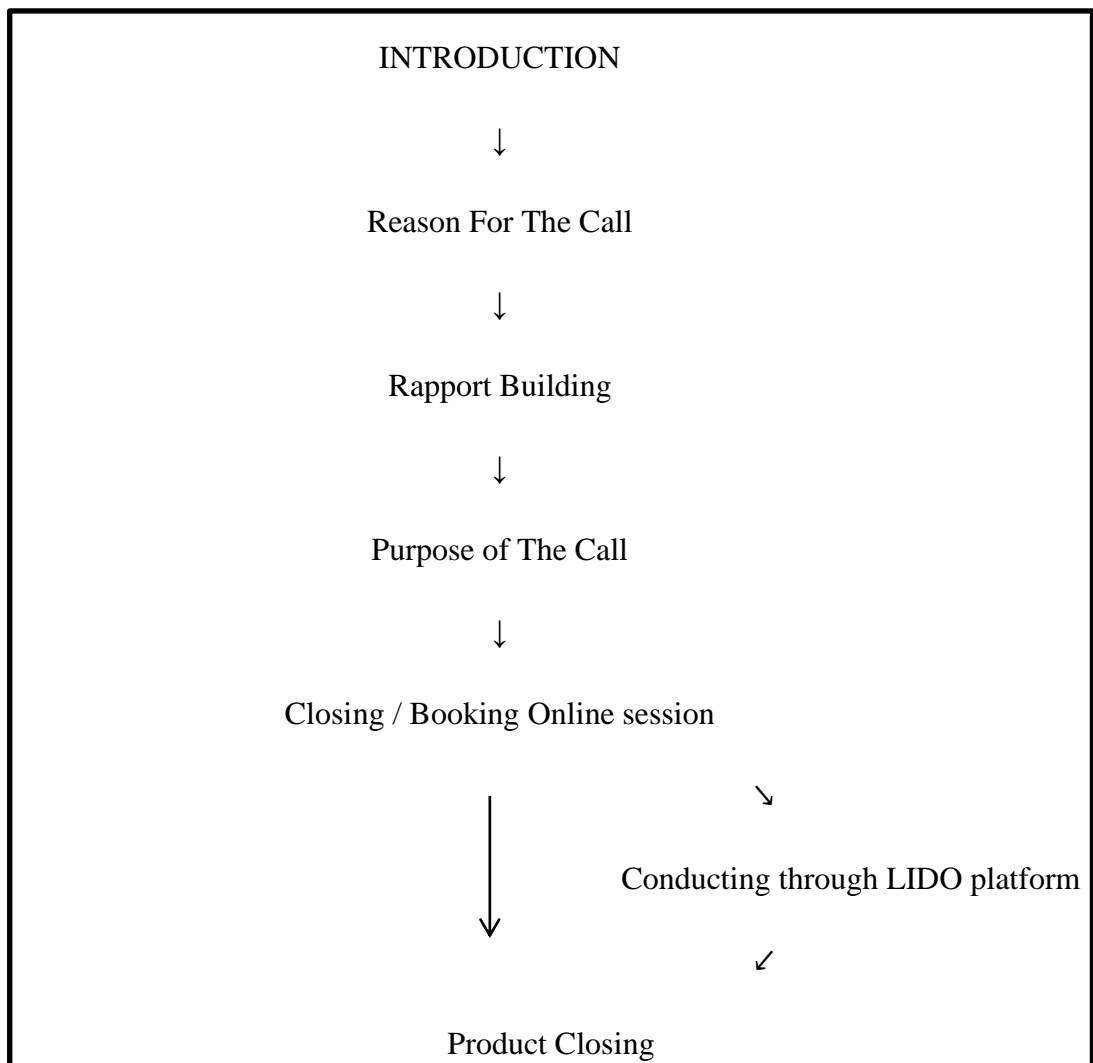
INTRODUCTION

↓

Reason For The Call

↓

Rapport Building

↓

Purpose of The Call

↓

Closing / Booking Online session

↘

Conducting through LIDO platform

↙

Product Closing

Fig.5

(Flow chart)

INTRODUCTION:

- The introduction would start off by referring to the surname of the parent rather than using the kid's name e.g. "Am I speaking with Mr. Sharma?" instead of, "is this the father of X, Y, Z?"
- Then the BDE would introduce his name and the organization he's calling from. (can mention Mumbai HO which adds gravity to the conversation)
- The parent should know that the discussion is about the child
- The parent should know that he / she is talking to the academic advisorAddress the parent
- Intoduse through the olyampiad and the marks obtained
- Race to space, collaboration with The Hindu
- Academic councillor

REASON FOR CALL:

At this point the BDE should introduce the OLYMPIAD (Race to Space) .

- "Sir, last academic year we conducted an Olympiad in XYZ School , Rohan is studying in the same school in D standard. Is it right(get a verification of all the details, if it is correct proceed forward, otherwise get it rectified by asking the parent and then proceed. After verifying the details come to the important part)."

Then the BDE should get into the reasons why the call was made

- We have conducted the Olympiad in the last academic year across India in 9000 schools and we have curated the result in the month of FEB . We didn't want to disturb the flow of learning during the exams , now we are providing them a mentor who can understand the basic study pattern of the child **.**

RAPPORT BUILDING:

Rapport building is the most crucial part of the session, and it has two purposes:

- To act as a fact finding mission for the BD to understand how to eventually pitch the product
- To build trust and connect with the child's parent

Rapport building is where the BDE will start engaging the parent regarding the child's academics and his study patterns

- In rapport building the BDE would require certain points to talk about which are categorized as TALKING POINTS
- Talking points are certain areas where the BDE can gather subsequent information regarding:
  - Childs overall growth
  - Attention provided in tution and class
  - Concept clarification
  - Every student is good in his way and can do better if given guidance
  - Coping up with extra co-curriculum activites
  - Better understanding leading to better results
  - Saving his time by relieving his time spend in tutions
  - Basic Concepts of the child
  - If good in studies what are the measures that may help to improve his grwth
  - attention provided by the parents
  - The kid - favorite subjects, olympiads that were written, self-study patterns
  - Understanding the dynamics of the household, e.g. profession of the parent, who takes care of the child's studies, who else helps the child
  - Benefits of writing national level Olympiads
  - Parent's mindset regarding their view on the importance of education, ideology of self-study, e-learning, etc.
- Rapport building is primarily where the caller is not speaking much but the customer is
- Rapport building is critical to ensure that the call is not disconnected
- Talking points are not directive questions - this will scare customers who will not want to reveal these answers - > customer will develop trust issues

- Through rapport building, the BD will also work on NEED GENERATION for personalised learning, however he/she will not discuss any product or ed-tech in the picture
- Ideally, the parents should view the eventual session as an opportunity to understand their child's particular study habits and patterns more

PURPOSE OF THE CALL:

- This section introduces to the parent the upcoming online conduction
- Since this is an initiative taken by the government of INDIA , that everyone should stay at home and fulfil basic necessities from home therefore LIDO learning has also taken an initiative to teach children while they are at home itself .
- In order to do this seamlessly, the BDE can refer back to the Olympiad discussion, discuss the child's results, and based on that, can vouch for an online academic guidance session.
- At no point in the pitch should the BD mention "counselling" or refer to the conduction as a "a counselling session"

SESSION PITCHING :

- Session pitching must be done in a way that the parent feels the importance of the session and thinks of it as a necessity -> this is to ensure the session is booked and reduce cancellations
  - BDE must relate to rapport building in order to link back to the need generation piece of the section
  - Ideally, the BDE should discuss that the session will be comprised of 3 parts:
    - The approach - i.e. what is the child's study pattern?
    - The problem - i.e. despite the child's study pattern, why is it that he/she is still facing issues in math / science?
    - The solution - i.e. Lido Learning / online classes
- There are three things that the BDE can explain while pitching the session:

WHY

- As a part of the government's initiative towards the kids' learning and not let any pandemic affect the child's learning o HOW (typically clubbed with the "Where")
- This is the "where" + "what" of the session -> what exactly will be happening in the session / what can the customer expect from the counselor?

WHERE

- This session will be done online wherein a link will be shared with the parent so that as to explain where the kid needs improvement and also provide suggestive measures so as to create a suitable environment for the kid to learn from home.

CLOSING:

At the time of closing, the BDE should take note of all the necessary information required.

1. Mother's and Father's name
2. Profession of the parents (should be collected in rapport building but just in case)
3. Email id
4. Whatsapp Number
5. Time Slot to be given of the same day.
6. Previous Year Marks
7. Phone model : Make them download the freemium app

After getting the relevant information, the BDE should not disconnect the call. Instead, the BDE should use the time at the end to continue building a personal connect with the parent by:

- Flattering the customer / discussing the key highlights of the conversation
- Disconnecting immediately after leads to a perception that this was a transactional sales and marketing call as opposed to a personalized academic guidance session
- until the parent insists do not project the product
- make the parent feel responsible for their child

- look for the weakness and hit the points that will help in your favour

CONDUCTION FLOW

We were grouped in pair of two and we practised calling with each other for our initial phases and call recording was submitted to our trainer for imrovement, for practise we acted both as parent as well as BDA, after the review of recording we had to work on the points that we lagged in. Calling is focused to make sure booking is done as now conduction comes into play, and conduction must be proper for the lead is to be converted further and it may flip, conduction is referred to the meeting where we have a conversation with the parents regarding the kid, his academic peformance and his future goals. Following are the conduction requirement for a BDA

- Using the Tutor Platform as Online conduction Platform
- Online Platform Requirement
  - o Student Result
  - o Videos
  - o Student dashboard
  - o Parent dashboard
  - o Live Class
  - o Knowledge graph
  - o Testimonials
- Training employees on ON_boarding the lead
- Training employees to become a Tutor and take the live class
- Jio Sims to the BDAs for internet

INTRODUCTION (5-10MIN)

- The first 5-10 minutes of the session are intended to be a fact-finding mission about the financial situation of the family
- The BD should ask a few questions regarding the house / locality that the family lives in. They should also enquire about how long the family has been living at that house
- General questions that can be posed in the introduction are:
  - o What is your profession, and how is the work going?

o Who takes care of the child's studies? (To understand who the target parent is)

INTERACTION (5-10 MIN)

- The interaction portion of the conduction is where the BD and the child begin conversing
- The BD should aim to ask general questions that put the child at ease while trying to gauge the parents' overall level of engagement / involvement in the child's life
- The BD should ask about the child's hobbies and activities
- Most children in India fall into one of three groups
    o Playground kids
        ▪ These kids typically do not come from wealthy families or their parents aren't particularly invested or engaged in their lives
        ▪ These customers typically cannot make multi-year purchases
    o Swimming classes / cricket coaching kids
        ▪ These customers can make multi-year purchases
    o Computer / video games kids
        ▪ These customers can make multi-year purchases
        ▪ By enquiring about the child's hobbies, the BDA is able to break the ice between them and the child, enabling the child to be comfortable in the session.

ACADEMICS(5-10 MIN)

- After making the child comfortable, the BDA should showcase and discuss about the results which is done by sharing the screen which contains the histographic view of the olympiad results which should act as the base for discussing the child's approach towards studies
- These questions typically include:
    o What is your favorite subject in school?
    o Why is this subject your favorite? Is it because you score well in the subject, or is it because of the teacher who teaches you?
    o What is your least favorite subject in school and why?

- These questions allow the BDA to understand the how the child makes decisions
- One of the primary purposes of this portion of the conduction is for the BDA to lead the discussion to the subject that the BDA is comfortable with for the need creation for a better way to learn and also the urgency regarding the pandemic can be addressed in order to create the requirement for smooth learning with no pit stops.
- E.g. if the child says that his favourite subject is maths, the BDA can refer to this if his illustration is maths related

APPROACH (5-10MIN)

- The BDA should probe the child on their approach to studying- Most children will say that their approach to studying consists of the following:
    - Reading the chapter in the textbook
    - Checking examples of the concepts they've learned
    - Doing exercises to practice the concepts
    - Asking for external help where needed
- This is not something for the BD to correct immediately; rather, the goal is to understand the problem completely, not to solve it immediately
- Let the parent interact much more with the advisor and discuss more about the child's study pattern in order to plug in gaps wherein the advisor can sell the idea of e learning to the parent and get an approval for the same.

IDENTIFYING THE PROBLEM OR THE AREA OF IMPROVEMENT (10-15MIN)

- This is where the BD explains to the child and the parents the need to understand the issues / gaps in their learning, as well as where the child requires improvement
- Depending upon the session and the child, the problem areas will differ, so the BD should be very careful while listing down the areas of improvement
- The major points of concern in the child will be:
    - Regularity in studies. (Frequency in his study timings, completion of his regular work with the concept clearance)
    - The approach with which the child is studying
    - Is he able to manage time along with his schools, co-curricular activities?
    - Interaction with the teacher in school (class participation, discipline, introvert etc.)

SOLUTION (20-30MIN) -(LIVE DEMO)

A product video is introduced at this point helping the child and the parent understand the requirement for a practical based approach learning. This is the part where the BDE gives the parent an idea by explaining them about the crux of the entire lido approach and then by showing the live class,helping the parent in understanding the learning ideology and explaining the parent as to how he will be able to track the progress of his kid by introducing the parent to the parent dashboard.

PRICING

Once the parent has agreed for the programme pricing must be made clear at that moment as it can lead to conflicts and confusion later on and the student may call for refund, the BDA must be clear with the pricing and should make the parent aware about the intallments that will be deducted from there account.

Pricing is done as follows:

NEW PRICING SHEET 2020				
Only 1 Subject				
Class	**Validity**		**With Tab**	
	Batch till	**No. of Months**	**Min**	**Max**
5th-6th	April 2021	12	38,000	48,000
5th-6th-7th	April 2022	24	60,000	70,000
5th-6th-7th-8th	April 2023	36	80,000	90,000
5th-6th-7th-8th-9th	April 2024	48	100,000	110,000
2 Subjects				
Class	**Validity**		**With Tab**	
	Batch till	**No. of Months**	**Min**	**Max**
5th-6th	April 2021	12	58,000	68,000
5th-6th-7th	April 2022	24	80,000	90,000
5th-6th-7th-8th	April 2023	36	100,000	110,000
5th-6th-7th-8th-9th	April 2024	48	120,000	130,000
*For Sibling Cases 15% discount on Min. Price				
*Next session will be starting from 15th March				
*Based on the assumption that the kid is in 5th class and will be promted to 6th class on 15th March'20				

Fig.6

(Pricing sheet)

BDA must keep the parent aware about the financer that he is providing them for any further quireies, finance can be done through:

1. One shot (in hand)
2. Zest
3. Eduvanz
4. I2I
5. Bajaj
6. Credit card

The finance is done for one single year in which 10% of the amount is taken as downpayment and rest are debited from the bank on monthly basis.

At the end of this week we had gained knowledge about our work now we were asigned as shadows to the employeesalready working there. I was asigned to Ms. Prashi Aggarwal and we had 3 conduction that day out which 2 were converted. She had great session that day great command over the topics that she questioned the child and took advantage of the little things that she noticed in the behaviour of the parent as well as the child.the classes and financing was also explained very nicely and she made a bond with mother and used it in her favour, I got to learn many things and techniques from her which I used in my conduction as well.

- The first sale was converted in mayur vihar region and courses sold were for 6-7th class.
- The second sale was converted in sonipat region and courses sold were for 7- 8th class.

Next day we were asked about our experience with the BDA's their way of communication and handeling situation and pitching the product more making bond with the parent so that they can be pushed at the point when they are about to flip in.

2.1.2. WEEK 2

Now was the third phase of our training and the last one for our training whatever was being taught to us was now to be implimented on field, we were given our Identity Cards, Visiting Cards. Our working hours were now changed to 10:00A.M - 9:00P.M. and now we were

handed over different managers. The manager alloted to me was Ms. Jyotmeen Kaur who further improvised my calling and guided me for my conduction .

We were given B Grade leads at this time and our call recordings was to be submitted to our respective managers of further improvement. We followed a tight schedule for the whole week i.e.

S.No	DAYS	WORK
1.	TUESDAY WEDNESDAY THURSDAY	BOOKING
2.	FRIDAY	BOOKING/CONDUCTION
3.	SATURDAY SUNDAY	CONDUCTION

Table 2.1

(weekly schedule)

S.No	TIME	No. Of Bookings
1.	10:00 – 12:00	2
2.	12:30 – 2:30	2
3.	3:30 – 6:30	3
4.	7:00 - 10:00	3

Table 2.2

(Daily Schedule)

The actual scenario for field was very different but we gradually learned interaction with people was vast in itself as I was placed in Delhi and people from differernt states were settled here and different group of people have different mentality, cultures and belief that we

had to keep in mind. Things that were gained by shadow experience, talking points, illustrations, were utilesed in this week we addressed ourselves as senior acedemic advisor for children 5-9th in which we guided them for thier future and made them realise the problems that needed to be rectified in them and how LiDO could help them imroving knowledge and reducing the craming if they follow it. Moreover encourage children for their future and how they can achieve it. My schedular for Friday, Saturday and Sunday was as follows

Fig.7

(Schedular)

Our work timings at Friday, Saturday and Sunday was from 7:00 A.M to 9:00-11:00 P.M. We also recorded our sessions which were further submitted to our HR for our performance BDA is provided with a cab ride when ever he/she is out for conduction.

Friday, Saturday did not add any sale to my profile but kept the mistakes in mind with proper illustrations and talking points and how to react if different situations, many session being cancelled and adding buffer to them for the schedular my 2 days ended

Sunday, 22nd February, 2020. I went on a session the Lead name was UMANG daughter of Mrs. MAYA DEVI student of class 5. 1st session was closed, my accounts team was handeled

by my manager and as I went further for my next session for the day no new session were converted as the sessions got cancelled and other were not interested.

Financer used was ZEST and sale was done for 2 subjects MATHS, SCIENCE amounting to Rs.55000 /- with DP of Rs.5500/- and monthly EMI of Rs.4125/- was initiated for clearing 6

the training part of the job we needed to bring up atleast one sale and then we woul be promoted to the main course job profile.

Fig.8

(UMANG D/O MAYA DEVI)

2.2. FIELD WORK
2.2.1. WEEK 3,4,5

Third week started under another manager Mr. Amit Sharma and accounts here was managed by Mr. Ishan Ojha. Here our schedule was a little different the manager had a team of 12 BDA's and the Team ranking when I joined was 2nd for the week, varous

meetings use to be held for calling, booking and conduction here we had booking target of 10 for each day so that all the slots for week days get filled. And we needed to have buffer for every session booked so that if due to any reason the session gets cancelled we can move on to another one without wasting time or delay.

S.No	DAYS	WORK
1.	TUESDAY WEDNESDAY	BOOKING
2.	THURSDAY FRIDAY	BOOKING (till 3:00P.M) / CONDUCTION (4:00P.M - 9:00P.M)
3.	SATURDAY SUNDAY	CONDUCTION

Table 2.3

(weekly schedule)

S.No	TIME	No. Of Bookings
1.	10:00 – 12:00	2
2.	12:30 – 2:30	2
3.	3:30 – 6:30	3
4.	7:00 - 10:00	3

Table 2.4

(Daily Schedule)

Here we were provided with both A and B grade leads and updation of the booking count was compulsary on hourly basis for the entire week. Once the session is booked conversion of lead to opportunity is compulsary, after that agoogle form was to be filled putting in all the information about the lead in it and submit it to the manager.

- For week 3 zero sales were done by place were I visited for conduction included noida, mayur vihar gautam budh nagar, ghaziabad, faridabad, noida city centre etc.

28

- Week 4 I booked a session for nizamuddin west, me and a BDA who accompanied me to my lead IQRA PARWIN took the session and closed it for RS.38000/- providing her with the online classes for mathematics which was scheduled for Monday, Wednesday and Friday. But the sale was punched in his name.

Fig.9

(IQRA PARWIN and her Family)

- Week 5 the leads provided in this week were difficult to book sessions as COVID-19 was spreading its legs in India and people did not entertain meeting with anyone Friday there zore revenue by me, Saturday Lead PREM KUMAR was closed by me for Rs40000/- single subject- MATHS.

  Payment mode for DP was cash and the programme was financed by zest having DP of Rs4000/- and monthly EMI of Rs3000/- was closed

  Following are the schedular for week 5 and the lead itself

Fig.10

(schedular for week5)

Fig.11

(PREM KUMAR and his Family)

2.2.2. WEEK 6

Week 6 was a new experience as now I was shifted to a new Manager Mr. Rohan Katyal, he healped the team to grow and every query was taken up by him he himself took care of the accounts section here. Leads provided to us were A and B grade in this week.

Due to the spread of COVID-19 many of the employees moved back to their respective home towns as we were at the heart of spread of the infection So we were directed to work from home, all of us got our ameo login ID's through which we had to make calls and these calls were recorded as well as monitered, the aim now was to

Covid 3 Months Curriculum Fee	
Class	Curriculum Fee
5th , 6th , 7th or 8th	12,000
9th	13000

*Non-refundable

*Payment Mode : payu , bajaj or razorpay only

Fig.12

(Curriculum Fee)

complete 90 minutes of calling for each day with 6-8 session that had to be booked till the end of the day.

The calling pitch was altered a little and the sessions were now held on video calls by the means of zoom app, skype, hangout, MS Teams etc.

The curriculum fee was also altered keeping the situation in mind, as the schools were also providing online education to the children, but due the siganl issues some of us could not continue as we were in interior district of Himachal Pradesh. We were on trial basis for some days o check the productivity of the work force and as per the guidence by the GOI the private firms needed to work with 15% of the work force so some of the employees were made inactive, working on these days was the new challenge that we hadd to face. Continuous guidence with our manager, meetings were now held on zoom and the problems were also discussed on the same.

NEW PRICING SHEET 2020 - COVID19				
Only 1 Subject				
Class	Validity		Without Tab	
	Batch till	No. of Months	Min	Max
5th	April 2021	12	20,000	30,000
5th-6th	April 2022	24	40,000	50,000
5th-6th-7th	April 2023	36	60,000	70,000
5th-6th-7th-8th	April 2024	48	80,000	90,000
5th-6th-7th-8th-9th	April 2025	60	100,000	110,000
5th-6th-7th-8th-9th-10th	Apiri 2026	72	120,000	130,000
2 Subjects				
Class	Validity		Without Tab	
	Batch till	No. of Months	Min	Max
5th	April 2021	12	38,000	48,000
5th-6th	April 2022	24	58,000	68,000
5th-6th-7th	April 2023	36	78,000	88,000
5th-6th-7th-8th	April 2024	48	98,000	108,000
5th-6th-7th-8th-9th	April 2025	60	118,000	128,000
5th-6th-7th-8th-9th-10th	April 2026	72	138,000	148,000
3 Subjects				
Class	Validity		Without 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

* English Classes will be starting in the month of June
*Sibling discount = 10%

Fig.13

(Pricing Sheet)

3. CONCLUSION

3.1.   CONCLUSION AND REMARKS

This Internship has been a once in a lifetime learning experience for me. I thoroughly enjoyed my time at LIDO and picked so many new things and skills along the way. The job profile was certainly something I was looking forward to and after this internship I can say that I got everything I had in mind. The supervisors and the training team were extremely patient and helpful. I did not only get to learn from my own experiences with clients but also from the ever so valuable advices of my supervisors, they were always cheerful and supportive even at times when I was not at my best. Their words of wisdom shall remain with me for rest of my life guiding me through tough times ahead. This internship programme did not only taught me marketing skills and how the sales and pitching of the product go hand in hand but also showed me how digital education is soon going to be the conventional method of education. It helped highlight how simple basics of every subject is the base of the entire education process

and how students usually tend to overlook facts that lie right in front of their eyes. All because the ongoing methods of education have not advanced with the modern era of blazing fast flow of information and a generation with a very short attention span. The education system needs to grow with the advancement in technology and LIDO paves a way for such learning. I feel privileged to be a part of such a revolutionary process and would love to be a part of this beautiful venture, its ever expanding future growth and would look forward to continue working here.

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