

SALES AND MARKETING

*Project report submitted in partial fulfilment of the requirement for the degree
of*

BACHELOR OF TECHNOLOGY

IN

ELECTRONICS AND COMMUNICATION ENGINEERING

By

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UNDER THE GUIDANCE OF

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**JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY,
WAKNAGHAT**

May 2020

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DECLARATION

I hereby declare that the work reported in the B.Tech Project Report entitled “**SALES and MARKETING**” submitted at **JaypeeUniversity of Information Technology, Wagnaghat, India** is an authentic record of our work carried out under the supervision of **Mr.Divyam Hans.**

We have not submitted this work elsewhere for any other degree or diploma.



Signature

BAHAR SHARMA

161043

This is to certify that the above statement made by the candidates is correct to the best of my knowledge.



Signature

Mr. Divyam Hans

Date: 23/05/2020

ACKNOWLEDGEMENT

I am grateful to the authorities of lido learning (quality tutorials), Noida for having me to go ahead with the organisation and work on the model of sales and marketing in partial fulfilment of Bachelor of Technology (Electronics and Communication Engineering) degree syllabus of Jaypee University of Information Technology.

I am extremely grateful to Mr.Shubham Sharma, Mr.Arya anand(Manager) for their time to time guidance and help extended during each stage of our model.

Further I would like to thank Mr.Divvyam Hans (Manager) for their kind help extended during the entire period of my internship and for their time to time guidance and help extended during each stage of our internship.Finally, I would like to thank each and every member of lido learning for making me feel comfortable and helping me in every possible manner.

Date: 23rd may, 2020

Thank You,

Bahar Sharma

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LIST OF ACRONYMS AND ABBREVIATIONS

1. BUSINESS DEVELOPED ASSOC.....BDA
2. EDUCATION TECHNOLOGY.....ED. TECH
3. CUSTOMER.....CX
4. KLYNVELD PEAT MARWICK GOERDELER.....KPMG
5. SALESFORCE.....SF

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ABSTRACT

Education technology is combined use of hardware (physical), software, and educational theory and practice to facilitate the process of learning for students. Instruction innovation makes, oversees and utilizes mechanical procedures and instructive assets to help improve client scholarly execution. Aside from the test information drawn from the instructive practice, instructive innovation depends on hypothetical information that rises. Communication, education, psychology, sociology, artificial Education technology is presently under invested hence unseen but is a massive opportunity in India.

Online tutoring is very nascent and Lido has a clear opportunity for market leadership with the strong product and technology it has developed. They are onto something very big here in the future. Meanwhile, according to a Google report, the online education market in India is expected to grow dramatically in the next two years. Knowing that the potential for future growth is tremendous, Lido Learning aims to provide a personalized learning experience to every student. Founded by Sahil Seth in April 2019, Lido Learning provides state of the art online classroom with virtual experiments, interactive sessions, engaging content, parent monitoring, guided unlimited practice, immersive games and quizzes with real-time results. Lido Learning is a Mumbai-based education technology. Thus, the idea for Lido Learning was born – to disrupt the live class tutoring market by enabling students to connect with tutors from the comfort.

As a part of business development strategy various activities like board centre activity, public relations, would be conducted. Interacting with the parents and children in order to get an idea of what they expect and also interacting on the basis of marks secured by a student in the Olympiad by the method of either counselling parents or students over a phone calling, conducting sessions at personal level at their place. Countries around the world are increasingly recognizing the need to improve student learning outcomes as well as the power of technology to support that goal. There are quite few competitors in the education technology market i.e. companies which provide combining and provide education with technology. Sales force and ameyo also play a major role in the lido as the calling and conduction takes place through this and also the data is stored at the salesforce. We will be discussing about the various work to be done and the model that we followed during the time of internship and also will be discussing about the platform that we used during the time of pandemic covid-19 when we were working on the tele com. Model from home. Overall, the model is very helpful especially in this period of time and can be utilised effectively by the students to improve their study pattern.

CHAPTER 1

INTRODUCTION

1.1 Introduction to company



Figure 1.1 LIDO [27]

The world is moving towards expanded personalization and collaboration inside and out. Instruction needs to stick to this same pattern. Be that as it may, doing this in instruction, particularly in India is testing.

In schools, the understudy to instructor proportion midpoints as 1:40, subsequently it is hard for educators to customize learning for every understudy. Hence, schools normally follow a one size fits all methodology – normalizing clarifications and appraisals for all understudies. Because of the huge class size, instructors ordinarily follow a "sharing time" strategy to educate ideas. In such classes, understudies don't effectively partake in the learning procedure. In this way, understudies leave school with hypothetical information increased through repetition learning and next to no information that they can apply to "out of course book" setting.

The situation in after-school educational cost is marginally unique, in light of the fact that the class size is littler, taking into consideration more consideration from the instructor. In any case, the center issues continue as before: the educator shows how to comprehend aggregates and makes schoolwork and evaluations that are the equivalent for understudies over all clumps. Be that as it may, most coaches don't have the instruments or the data transfer capacity to offer custom fitted practice to understudies which they need so as to genuinely improve their more vulnerable territories.

Over the most recent couple of years, E-learning applications have attempted to fill this hole. These organizations disaggregate the issue and endeavor to fix parts – one replaces course books with recordings, another spotlights on question illuminating –

however none offer the full stack understanding for the understudy, and tracks the understudy all through. The onus is on the understudy to be proactive for their realizing, which is difficult when most understudies would prefer to do anything besides examine! Besides in nonconcurrent applications, the human connection among educator and understudy and distributed learning is absent. This association among understudy and instructor is basic to accomplishment in learning as educators give mentorship, training, and uncertainty unraveling.

We have the office at different locations PAN India:

Table 1.1 Pan location

1. MUM(MAHARASHTRA)	MAIN OFFICE
2. NOIDA(UP)	PAN
3. INDORE(MP)	PAN
4. LCK(UP)	PAN
5. BANGL.(KARNATKA)	PAN
6. CHD.(PUNJAB)	PAN

“Edtech is presently under invested hence unseen but is a massive opportunity in India. Online tutoring is very nascent and Lido has a clear opportunity for market leadership with the strong product and technology it has developed. They are onto something very big here in the future.”

CHAPTER-2

EDU. TECH SURVEY

There are 250 million students around the globe who have completed their tutoring – yet can't peruse or compose well and do not have what it takes they should prevail in the 21st century. Moreover, around the world are study halls with countless instructors battling to close that instructive hole – however deficient with regards to the entrance to apparatuses and assets that will empower them to succeed. "EdTech is the guarantee of innovation to be an incredible equalizer in improving quality training for students out of luck."

The Brookings Institute depicted a 100-year gap, 1 the century it will take for the world's helpless children to achieve informative equity with the rich at the current pace. Neither our existence nor those understudies can hold up that long: We ought to find ways to deal with close that gap quickly and gainfully, to allow all understudies, teachers, and educational structures to comprehend their most extreme limit.

Foundational Principles

- 1 Belief in **the importance of education equity** for all individuals and societies to thrive.
- 2 Evidence that **EdTech can have an impact** on learning outcomes.
- 3 Understanding that **technology is necessary but not sufficient**.
- 4 Hope, that **in an ideal market, only effective or relevant products go to scale**.
- 5 Recognition that **even good products can be implemented poorly**.
- 6 Appreciation that **teachers' choices matter**.
- 7 Experience to know that **scale does not guarantee sustainability**.
- 8 Awareness that **EdTech is not one-size-fits-all**.

FIGURE 2.1 Foundation principles of education-tech [4]

Nations around the globe progressively perceive the need to improve understudy learning results just as the intensity of innovation to help that objective. That acknowledgment has driven instruction pioneers to attempt a scope of endeavors to coordinate EdTech into their training frameworks, schools, and homerooms.

While this is a significant open area for EduTech to improve instruction and learning at this scale. What is undeniably increasingly mind boggling and basic is to guarantee that Edu.Tech can progress even-handed. Where they live, how much their family gains, or where they study.

This report summarizes the findings of a study by Omidyaars Network. Evaluation of what might be necessary to enable, scale, and sustain Equitable EdTech on a national basis. He examined initiatives in Chile, China, Indonesia, and the United States of America that helped to scale access and use of EdTech across a broad spectrum of students.

We used those learning's to identify common themes and codify a model. Generally-

Identify the events, actions, and initiatives across public, private, and social sectors that have contributed to the equitable scaling of EdTech in these countries.

And

Inform a public policy and investing agenda by determining the highest-impact interventions that might contribute to EdTech scaling in other countries.

ISABELS' EDUCATORS'-CHILE

Isabel, a grade teacher in Chile, was among the primary partner of instructors to utilize PC labs when they previously showed up at her school years prior. Today, she's energized that her district is trying tablet-based innovation for understudies with social troubles. Isabel and her kindred instructors realize that there are numerous instructive innovation assets accessible for the two educators and understudies, yet they don't generally have the opportunity or abilities to choose them. Isabel is appreciative for the job the administration has played in empowering innovation get to.

Xinyan, an understudy in rustic China

Is getting ready for her secondary school completing test XINYAN, LEARNER, CHINA and anticipates considering business in school. To support her examinations, she exploits numerous EdTech devices that are accessible. Her folks bought in Xinyan to a versatile application that furnishes her with a drawing in, versatile stage for learning math and highlights associations with live mentors at China. At school, Xin learned material science, 1 day out of every week, from a virtual teacher in Beijing – through an open door accessible simply because of innovation.

2.1 Categories of Scaling Model

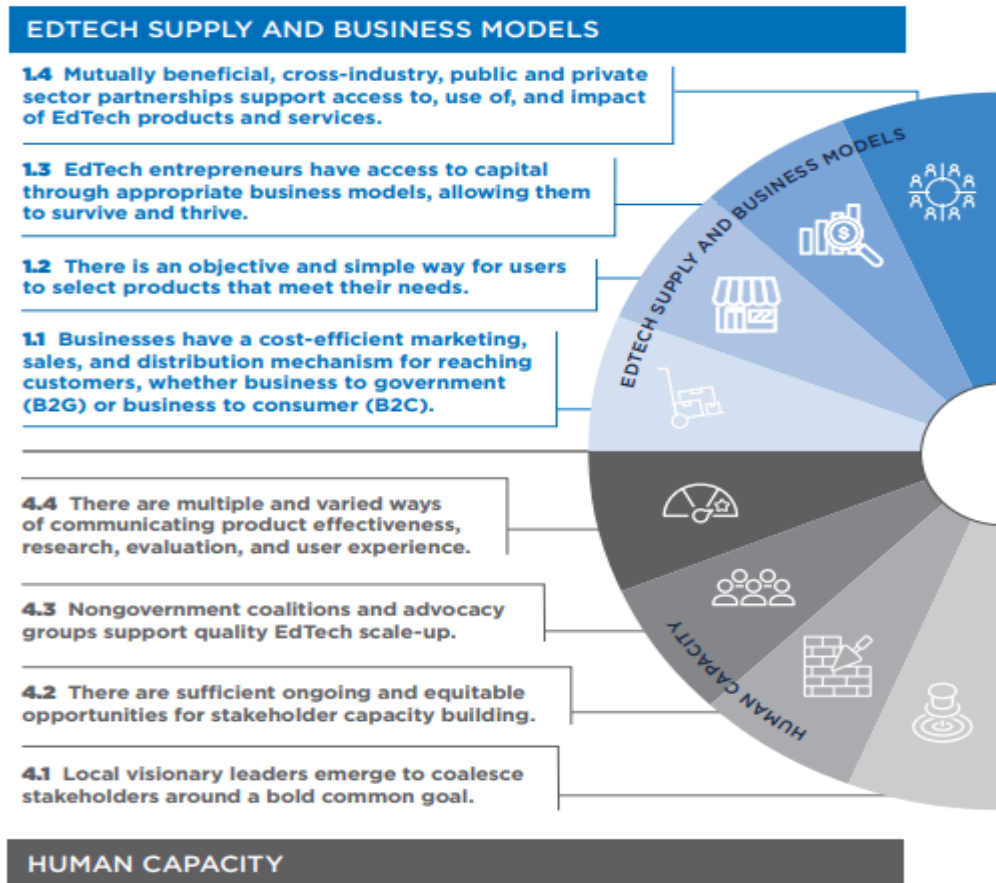


Figure 2.2 Human capacity and education tech supply and business models [4]

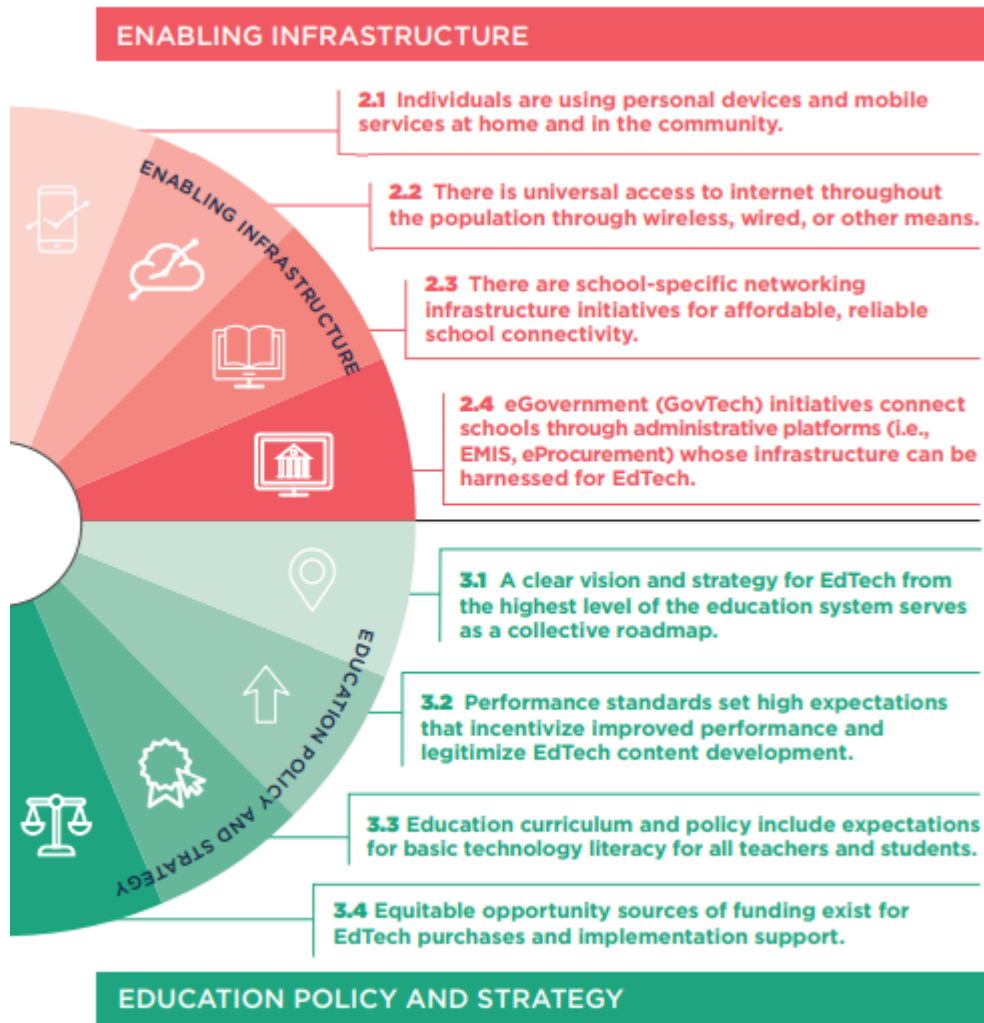


Figure 2.3 Education policy and infrastructure [4]

2.2 OVERVIEW OF EDUCATION SYSTEM -INDIA

India has multilayered formal education system with 260 million students enrolled in more than 1.5 million schools and 39000 colleges catering 27.5 million students undergraduate and four million post graduate students. Formal education includes primary and secondary schools, graduation, post graduation and diploma courses. Schools are governed by state and central bodies i.e. C.B.S.E, I.C.S.E, state and international boards.

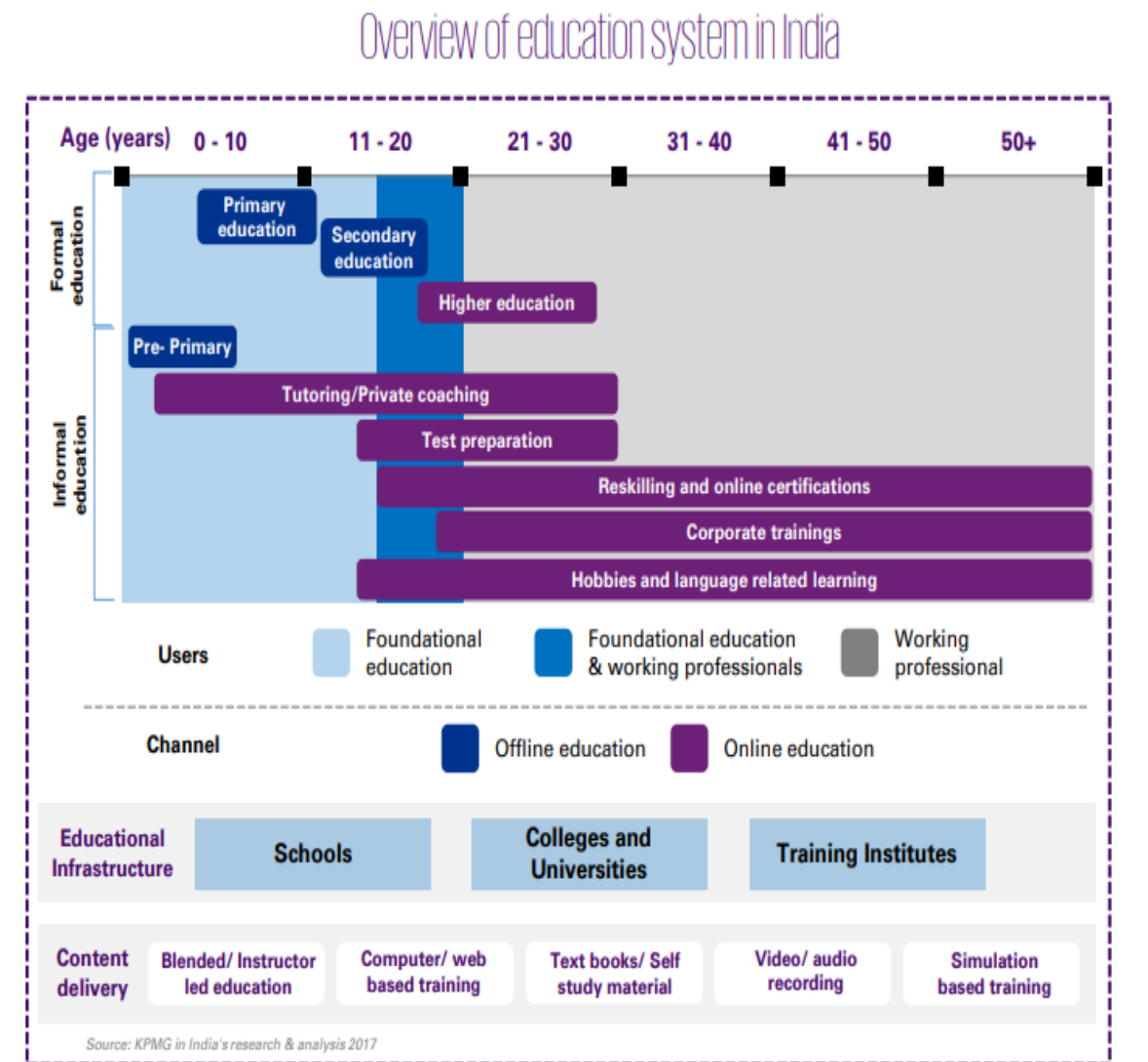


Figure 2.4 Education graph in India [4]

2.3 ONLINE EDU. IN INDIA

The instruction advertise in India, at present remaining at USD 100 Billion, presents a rewarding open door for adaptation. Prologue to innovation has prompted different acknowledgment of advancements in .India has seen a huge increment in the utilization of web with absolute web infiltration of 31 percent.

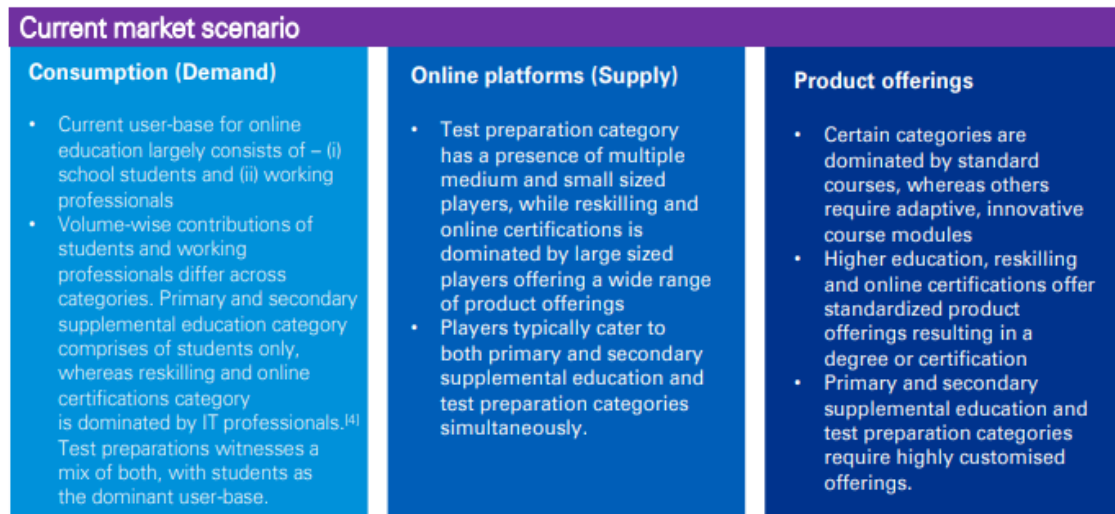


Figure 2.5 Current market scenarios [29]

2.3.1 FUTURE OF ONLINE EDUCATION IN 2021

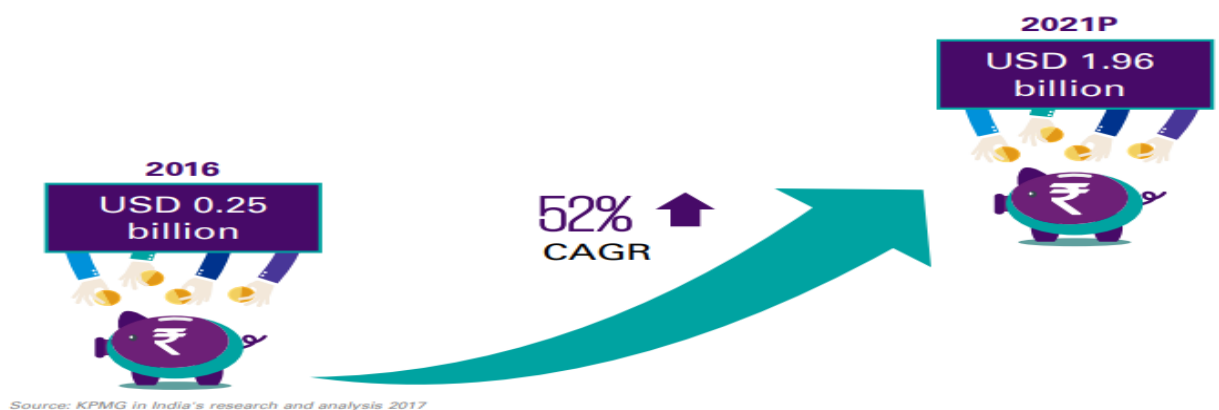


Figure 2.6 Future of e-learning [29]

CHAPTER-3

COMPETITORS IN THE MARKET

There are quite few competitors in the education technology market i.e. companies which provide combining and provide education with technology. Some of the leading competitors are explained. The difference between these and us is explained further. For now our biggest competitor is Vedantu because it has the same features as Lido. I have explained the main features provided by the various competitors further.

3.1 BYJU'S



Figure 3.1 Byju app [14]

To support advancement and assurance fair-minded course of EdTech things and organizations, businessmen (whether or not for-advantage or good cause) need appropriate strategies that produce solid wages, particularly in the first place times. These game plans are proceeded in a collection of ways—by client purchasing power, government acquisition or grant tasks, or private hypothesis.

Development alone can't deal with the issue – an arrangement of accomplices must collaborate to revive this vision. Key accomplices consolidate nongovernment partnerships, teachers, and an extent of groundbreaking pioneers at a couple of degrees of the system. BYJU runs' on a free premium model. Free access to content is limited to 15 days after the registration.

Their primary item is a versatile application named BYJU'S-The Learning App. It was propelled in August 2015. It gives instructive substance predominantly to class understudies from class 1 to 12 (essential to higher auxiliary level education). The organization trains understudies for assessments in India, for example, IIT-JEE, NEET, CAT, IAS just as for worldwide assessments, for example, GRE and GMAT.

The principle centre is around arithmetic and science, where ideas are clarified utilizing 12-20 moment computerized movement recordings. BYJU'S reports to have 33 million clients by and large, 2.2 million yearly paid endorsers and a yearly consistency standard of about 85%. The application indicates to tailor the substance gave to the individual understudy's learning pace and style. The normal understudy goes through 53 minutes day by day utilizing BYJU'S.

The company announced that it will launch its app in regional Indian languages in 2019. It also plans to launch an international version of the app.

3.1.1 Key positive features of byju:

- 1.Engaging video lessons by India's best teachers, enabling conceptual clarity.
- 2.Adaptive testing modules for personalized learning.
- 3.Chapter-wise tests with detailed feedback and analysis.
- 4.A mobile application for anytime, anywhere learning.
- 5.Adaptive learning personalized to every student's learning needs

3.1.2 Key negative features over lido:

1. Does not provide with teachers for live classes on daily basis.
2. Lack of interaction between teacher and student.

3.2 CUEMATHS



Figure 3.2 Cuemath logo [19]

The program is offered at locally established focuses which are controlled by affirmed Cuemath educators. Starting at 2019, there are 5,000 focuses across India.

Cuemath additionally gives live online course to understudy of Grade 1 - Grade 10.

Cuemath is worked by Cue learn Pvt. Ltd, a Math mentoring organization established by Manan Khurma in 2013. Manan is an alum from in 2007 he established Locus instruction where he prepared more than 10 thousand understudy for the IIT.

While educating at Locus, Manan found that understudies battle in math since they do not have the essential ideas which ought to have been conferred by their teachers when they were in junior classes. With this acknowledgment, he established Cuemath in 2013 with the goal of showing math with a solid conviction that science must be educated and learnt as a fundamental ability and not simply one more scholastic subject.

Cuemath works on a model. Intrigued educators pursue the organization program and they experience a determination procedure wherein they are relied upon to clear a math test. After determination, they get preparing to direct the classes in their homes.

The program is conveyed at the accomplice's locally situated focus through - extraordinarily planned worksheets, games and rationale puzzles, alongside a gamified layer of comic characters.

3.2.1 Key features of cue maths:

1. Creates child-centric, learning environment to make learning effective and easy.
2. Virtual laboratories to carry practical implementation.
3. Content is created after considerable research.
4. Chapter-wise tests with detailed feedback and analysis.
6. Engaging video lessons by India's best teachers, enabling conceptual clarity.

3.2.2 Key negative features:

1. Has only facility of maths classes.
2. Cost is high if we compare to the subject being provided.
3. Does not provide with doubt sessions.
4. Does not provide personalised learning.

3.3 EXTRAMARKS



Figure 3.3 Extramarks[18]

Extramarks makes learning visual. They make learning modules, which, above all else, are connecting with, and second, are powerful rearranged enlivened portrayals of reading material ideas. These are more memory benevolent – in this manner empowering maintenance for a long lasting sentiment with learning.

Extramarks Education is instruction innovation organization, that sells on the web and disconnected tutoring and educational plan.. It was established in 2009, and headquartered in Noida, India.

As of March 2018, Extramarks has tied up with 9,000 government and non-state funded schools.

3.3 VEDANTU



Figure 3.4 Vedantu[15]

Vedantu is an Indian Interactive Online mentoring stage where educators give school educational costs to understudies over the web, utilizing an ongoing virtual learning condition named WAVE- (Whiteboard Audio Video Environment) an innovation worked in-house. It is said to work on a commercial center model for instructors, where understudies can peruse, find and decide to gain from an online guide of their decision.

It is also planning to give test planning courses to Indian Institute of Technology's Joint Entrance Examination (JEE) , (NTSE)National talent search exam and also (PSA's). What's more, it gives courses to the SOF International Mathematics Olympiad and National Science Olympiad.

As far as I know, Byjus provides video lectures only, where as Vedantu provides online classes. So among the two, Vedantu is better. If you are looking for best customized and interactive JEE online coaching, then its Mystudycart Online Coaching for IIT-JEE (Main and Advanced).

Vedantu has created a live audio video connection between student and teacher at a very low bandwidth which requires a very complex technology. It's technology offers recording of each session between student and teacher which can be available later for students to revise. Teachers can also create audio video tests for students.

3.3.1 Key positive features:

1. Free live demo class
2. Free study downloads

3.4.2 Key negative points:

3. More focussed toward completing syllabus
4. No 24/7 support

3.4 MERITNATION



FIGURE 3.5 Meritnation [28]

Meritnation.com came in the year, 2009. Meritnation is the brand of Applect Learning Systems that caters to the learning needs of students for classes IV-XII from CBSE, ICSE and leading state boards.

Meritnation seems to be good site for learners, however there are now many other tools in the market. Which are better in terms of content quality and price. But there are many more companies in the market, which can be a good option.

3.5.1 Key positive features:

1. Doubt clearing classes
2. 24/7 chat support for doubts

3.5.2 Key negative points:

1. Fortnight reports to parents
2. 6th to 12th class only

CHAPTER-4

INTRODUCTION TO MODEL AND METHODOLOGIES

4.1 Introduction to the Model



Figure 4.1 USP of the model[20]

Perhaps the best proposal of Quality tutorials is that it offers live activities understudy extent is 1:6. The ordinary examination corridor size in India is 55 understudies which suggest that understudies don't get the tweaked thought that they need concerning question clarifying, preparing and instructing.

Lido's small group format ensures every student has a teacher-coach as part of an immediate support system.

Every child is a unique learner and has different strengths and weaknesses. Even with extra tuition, the core problem remains the same – tutors demonstrate how to solve problems and make homework and assessments that are the same for students across all batches, without offering tailored practice to students," he explains.

Lido's platform tracks students' performance from the beginning to the end by personalising methods.

In spite of the way that the current e-learning applications and stages do try to fix the current issues in the preparation business, nobody spotlights on offering an all out course of action that joins question lighting up and modified thought.

Right now, the start up offers math and science instructional activities to understudies of Class 5 to Class 9. Gatekeepers pay a participation charge for their kids to go to small assembling classes, which have one teacher for up to six understudies. It additionally offers self-guided disconnected substance like recordings, tests, and games so they can keep on

rehearsing what they realize in class after the class. Right now, the beginning up has in excess of 2,000 clients as indicated by its organizer.

With dollar three million in subsidizing up till now, Lido tutorials - presently at its Series of A development stage, with speculations from any semblance of Unilazer Ventures, Ronnie Screwvala, Ananth Narayanan, Arihant Patni, and Anupam Mittal to give some examples.

4.1.2 FOR PARENTS

1. Class metrics-

- i Attendance - When the student logged in
- ii Attention - Time spent outside the class, not paying attention
- iii Participation - Quality and quantity of participation
- iv Performance - Metrics from in class quizzes, activities, and games

Sample class report:

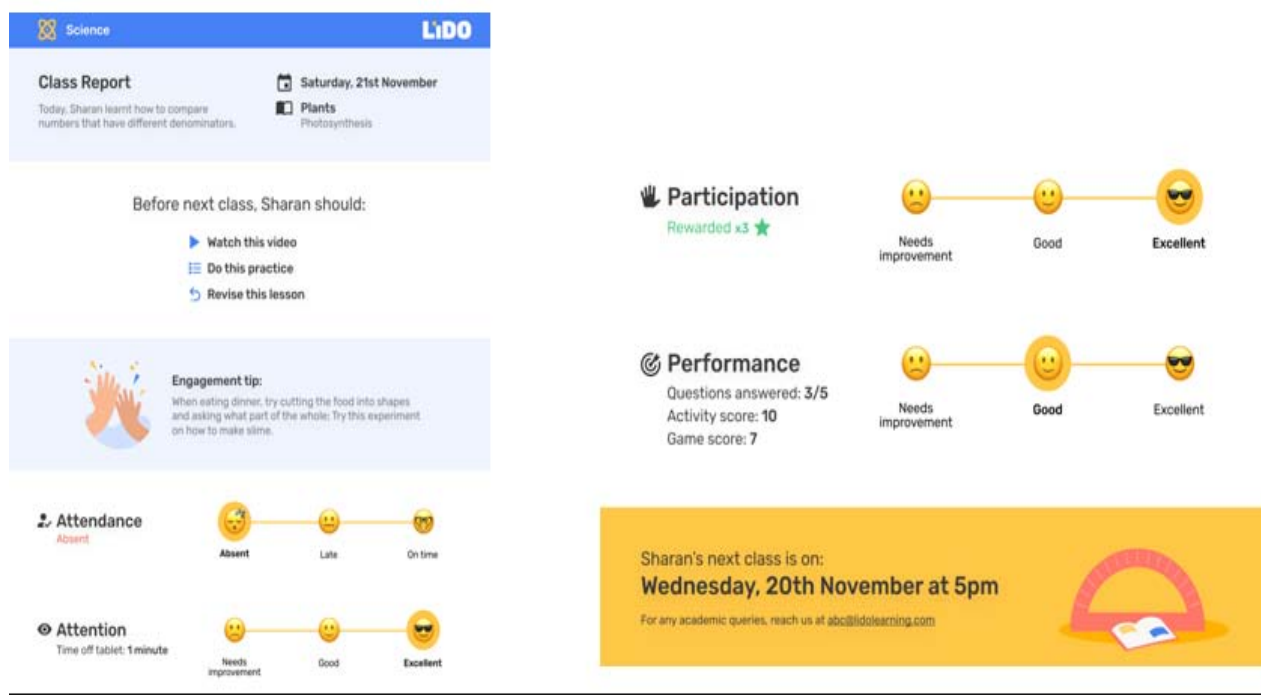


Figure 4.2 Sample class report [20]

2. Chapter report after every class with these metrics for parents-

- i. Overall performance - Super, good, needs improvement
- ii. Attendance and punctuality for all the lessons in the chapter
- iii. Time Spent - in class during lessons, outside class on tasks
- iv. Accuracy percentage - number of questions attempted, number of questions correct.

Sample chapter report:

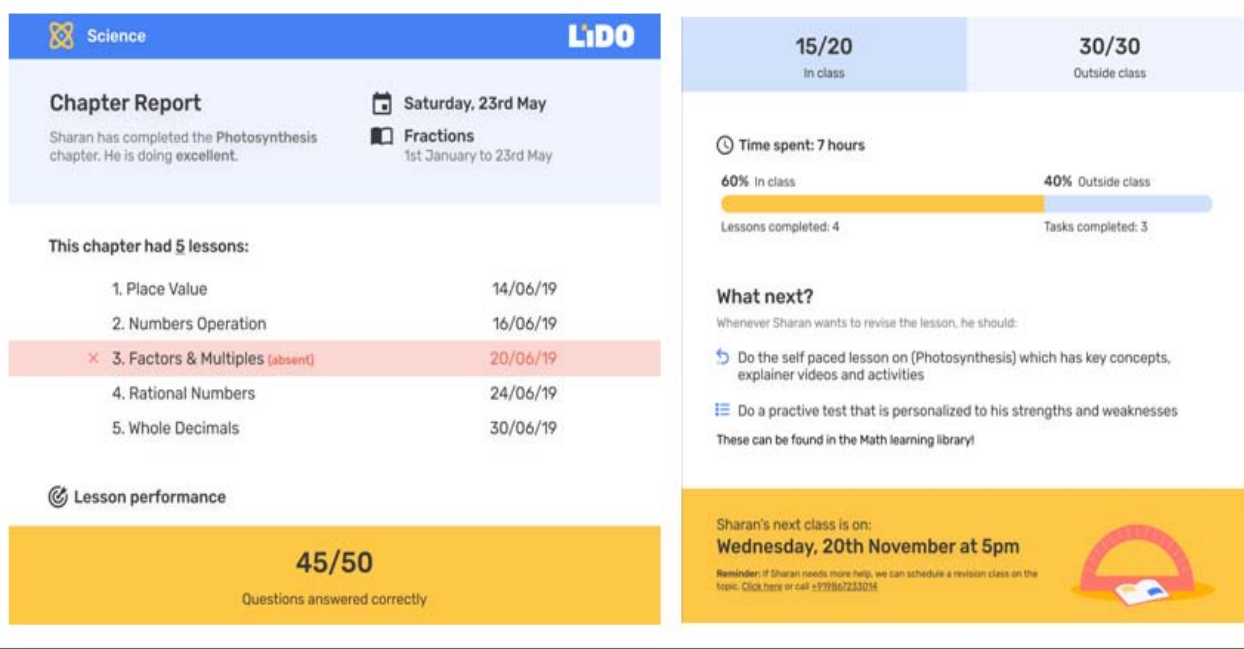


Figure 4.3 Sample chapter report[20]

3. Student performance data-

- i. Where they stand?
- ii. How much time they have spent?
- iii. What they can do to improve?

4. Parent - Teacher relationship-

- i. Teacher gives feedback on student after every class
- ii. Scheduled parent-teacher meetings to go over student progress (Once a term)
 - i. Can schedule extra help sessions with that teacher (at cost)
 - ii. Can change the teacher as many times as they want, for best fit

5.Academic Advisors-

- i. Every family has one
- ii. Check in with the student on progress
- iii. Help with any doubts about the platform, content etc
- iv. Change the schedule
- v. Change the tutor
- vi. Help create a study plan for the student
- vii. Advise parents on the academic course for the student

6.Parent Platform-

- i. All student performance data - class reports, chapter reports, complete performance.
- ii. Manage student schedule.
- iii. Communicate with Academic Advisor and Teacher
- iv. Payments + add rewards

4.2 INTRODUCTION TO SF



Figure 4.4 Salesforce logo [8]

LIGHTENING PLATFORM

Lightning Platform (also known as Force.com) is a platform as a service (PaaS) that allows developers to create add-on applications that integrate into the main Salesforce.com application.

These third-party applications are hosted on Salesforce.com's infrastructure.

Salesforce.com applications are built using declarative tools, backed by Lightning (further explanation needed) and Apex, a proprietary Java-like programming language for Force.com, as well as Lightning and Visualforce, a framework including an XML syntax typically used to generate HTML). The Force.com platform typically receives three complete releases a year. As the platform is provided as a service to its developers, every single development instance also receives all these updates.

COMMUNITY CLOUD

Network Cloud gives the Salesforce clients the capacity to make online web properties. For outside joint effort, client care, channel deals, and other custom entries in their occurrence of Salesforce.

Firmly coordinated to Sales Cloud, Service Cloud, and App Cloud, Community Cloud can be immediately altered to give a wide assortment of web properties. Network Cloud joins the usefulness of the previous Salesforce Customer and Partner Portals with some extra highlights.

WORK.COM

Work.com, previously Rypple, is a social performance management platform that helps managers and employees improve work performance through continuous coaching, real-time feedback, and recognition. It is marketed as a solution for sales performance, customer service, marketing, and as a service that can be employed by human resource departments.

Work.com, then known as "Rypple", was founded by Daniel Debow and David Stein, who wanted to create a simple way of asking for feedback anonymously at work.

Work.com, beforehand Rypple, is a social presentation the executives stage that enables chiefs and representatives to improve work execution through persistent instructing, constant criticism, and acknowledgment. It is advertised as an answer for deals execution, client care, promoting, and as an assistance that can be utilized by human asset divisions.

Work.com, at that point known as "Rypple", was established by Daniel Debow and David Stein, who needed to make a straightforward method of requesting input namelessly busy working.

The organization was framed in May 2008 and their customer list included Mozilla, Facebook, LinkedIn and the Gilt Groupie. Rypple "'inverts the onus on the interest for more input' by getting representatives to assemble and deal with their own training systems".

In September 2011, Rypple reported that they had recruited Bohdan Zabawskyj as its Chief Technology Officer. In December 2011, Salesforce.com announced that they would acquire Rypple. The transaction was completed in 2012 and Rypple was rebranded as Work.com in September 2012.

APPEXCHANGE EDIT

Propelled in 2005, the Salesforce the AppExchange is an online commercial center for outsider applications that sudden spike in demand for the Force.com stage. Applications are accessible for nothing, just as through yearly or month to month membership models. Applications accessible range from combinations with SharePoint to versatile endorsement the executives. As of June 2016, it highlights 2,900 applications which have driven million introduces. The "AppExchange" is likewise a spot clients can scan for cloud counselling accomplices to assist them with executing the innovation in their own association. Cloud counselling accomplices for Salesforce incorporate huge organizations like IBM's "Blue wolf" and Accenture just as littler ones like Cloud reach.

BLOCKCHAIN PLATFORM EDIT

Declared on May 29, 2019, Salesforce propelled a square chain stage dependent on Hyper record Saw tooth to encourage building square chain organize and applications coordinated with CRM salesforce.

DATA.COM EDIT

Data.com, previously known as 'Jigsaw', was a cloud-based automated system for acquiring and managing CRM records within a user's Salesforce.com account. Data.com, recently known as Jigsaw, was a cloud-based mechanized framework for getting and overseeing CRM records inside a client's Salesforce.com account.

Data.com was likewise an online professional resource of organizations and business experts that is manufactured, kept up and got to by an overall network of over a million supporters. The data comprised of what is regularly found on a business card. Data.com contenders included administrations, for example, Dun and Bradstreet/Avention and Zoom Info.

DESK.COM EDIT

Desk.com is a SAAS'S help desk and customer support product accessible through the cloud. Desk.com is owned by Salesforce.com and was previously known as Assist. Desk.com is headquartered in San Francisco, California.

After being acquired by Salesforce.com for \$50 million in 2011 Assistly was re-branded as Desk.com in 2012 as customer support software.

Desk.com is a SaaS client care application. The item separates itself from Salesforce's other assistance stage in that Desk.com explicitly targets independent companies with its highlights and capacities. Desk.com incorporates with an assortment of items and outsider applications including Salesforce CRM, Salesforce IQ, Atlas JIRA, Mailchimp [1] and different applications. Desk.com additionally underpinned up to 51 languages.[12] Salesforce announced the retirement of desk.com, replacing it with Service Cloud Lightning. After March 14, 2019 no new desk.com licenses were sold, and the retirement date was announced as March 13, 2020. [13]

DO.COM EDIT

Do.com is a cloud-based undertaking the executives framework for little gatherings and organizations, presented in 2011 and ceased in 2014.[4] Salesforce didn't offer any purpose behind closing down the administration, be that as it may, it gave an Export apparatus to spare information entered inside the Do's interface. The DO.COM area was offered to a beginning up in 2015.[7].

CONFIGURATION.EDIT

Salesforce clients can arrange their CRM application. In the framework, there are tabs, for example, "Contacts," "Reports," and "Records." Each tab contains related data. Arrangement should be possible on every tab by including client characterized custom fields. [7] Arrangement should likewise be possible at every "stage" level by add. up of designed applications to a Salesforce case that is including sets of altered tabs for explicit capacity level (Financ, HR, and so on.) highlights.

4.2.1 Use of salesforce in lido

LiDO

All Search Salesforce

Sales Console Leads

Copy of All Open Leads

50+ Items • Sorted by Lead Status • Filtered by all leads • Alternate Phone • Updated a few seconds ago

Name	Registered Ph...	Lead Status	Owner Fi...	Owner La...	Created Date	Lead Assigne...	School City
1	HARDIK GARG	Reschedule	Bahar	Sharma	12/11/2019 12:29 AM	13/3/2020	Faridabad
2	DIVYARAJ SINGH BHATI	Reschedule	Bahar	Sharma	12/11/2019 12:30 AM	13/3/2020	Jodhpur
3	SONAKSHI TIWARI	Reschedule	Bahar	Sharma	12/11/2019 12:31 AM	1/4/2020	Faizabad
4	AVIKA KUSHWAH	Reschedule	Bahar	Sharma	20/11/2019 12:00 PM	14/3/2020	Gwalior
5	DARICE GEHLOT	Reschedule	Bahar	Sharma	7/12/2019 6:15 PM	18/3/2020	Jodhpur
6	RIYA KUMAR	Reschedule	Bahar	Sharma	24/12/2019 11:38 AM	7/3/2020	Delhi
7	ABHISHEK ABHISHEK	Reschedule	Bahar	Sharma	24/12/2019 11:39 AM	13/3/2020	Panipat
8	RITISHA PATRA	Reschedule	Bahar	Sharma	1/1/2020 12:49 PM	7/3/2020	Delhi
9	SUFIA KHAN	Not Interested	Bahar	Sharma	1/2/2020 3:18 PM	6/3/2020	Noida
10	SWARNALI DUTTA CHOUDHURY	Not Interested	Bahar	Sharma	1/2/2020 3:18 PM	5/3/2020	Noida
11	SUKANYA SUKANYA	Not Interested	Bahar	Sharma	1/2/2020 3:19 PM	6/3/2020	Noida
12	SABIKA SHARMA	Not Interested	Bahar	Sharma	1/2/2020 3:19 PM	6/3/2020	Noida
13	RIYANSI GUPTA	Not Interested	Bahar	Sharma	1/2/2020 3:19 PM	6/3/2020	Noida
14	EKAM SINGH	Not Interested	Bahar	Sharma	1/2/2020 3:19 PM	31/3/2020	Noida

Figure 4.5 Basic view of salesforce[8]

New Printable View

Search this list...

Reschedule (8) Not Interested (34) Disqualified (109) Home Conduct... (12)

Reschedule (8)	Not Interested (34)	Disqualified (109)	Home Conduct... (12)
<p>Bahar</p> <p>DARICE GEHLOT</p> <p>9468808880</p> <p>Reschedule</p> <p>Bahar</p> <p>RIYA KUMAR</p> <p>9811220578</p> <p>Reschedule</p> <p>Bahar</p> <p>ABHISHEK ABHI...</p> <p>9812996592</p> <p>Reschedule</p> <p>Bahar</p>	<p>8860118088</p> <p>Not Interested</p> <p>Bahar</p> <p>SUKANYA SUKA...</p> <p>9650449555</p> <p>Not Interested</p> <p>Bahar</p> <p>SABIKA SHARMA</p> <p>9810077381</p> <p>Not Interested</p> <p>Bahar</p> <p>RIYANSI GUPTA</p> <p>9811241541</p>	<p>SHALU KUMARI</p> <p>7703947927</p> <p>Disqualified</p> <p>Bahar</p> <p>SUHANI GULATI</p> <p>9215066316</p> <p>Disqualified</p> <p>Bahar</p> <p>SUHANI BAWA</p> <p>9811524632</p> <p>Disqualified</p> <p>Bahar</p>	<p>Home Conduction Booked</p> <p>Bahar</p> <p>PRANAY SINGH</p> <p>9818657666</p> <p>Home Conduction Booked</p> <p>Bahar</p> <p>RISHAV KUMAR</p> <p>9871402090</p> <p>Home Conduction Booked</p> <p>Bahar</p> <p>PRIYANSHI KUM...</p> <p>9910745907</p> <p>Home Conduction Booked</p>

Figure 4.6 Kanban views of the leads[8]

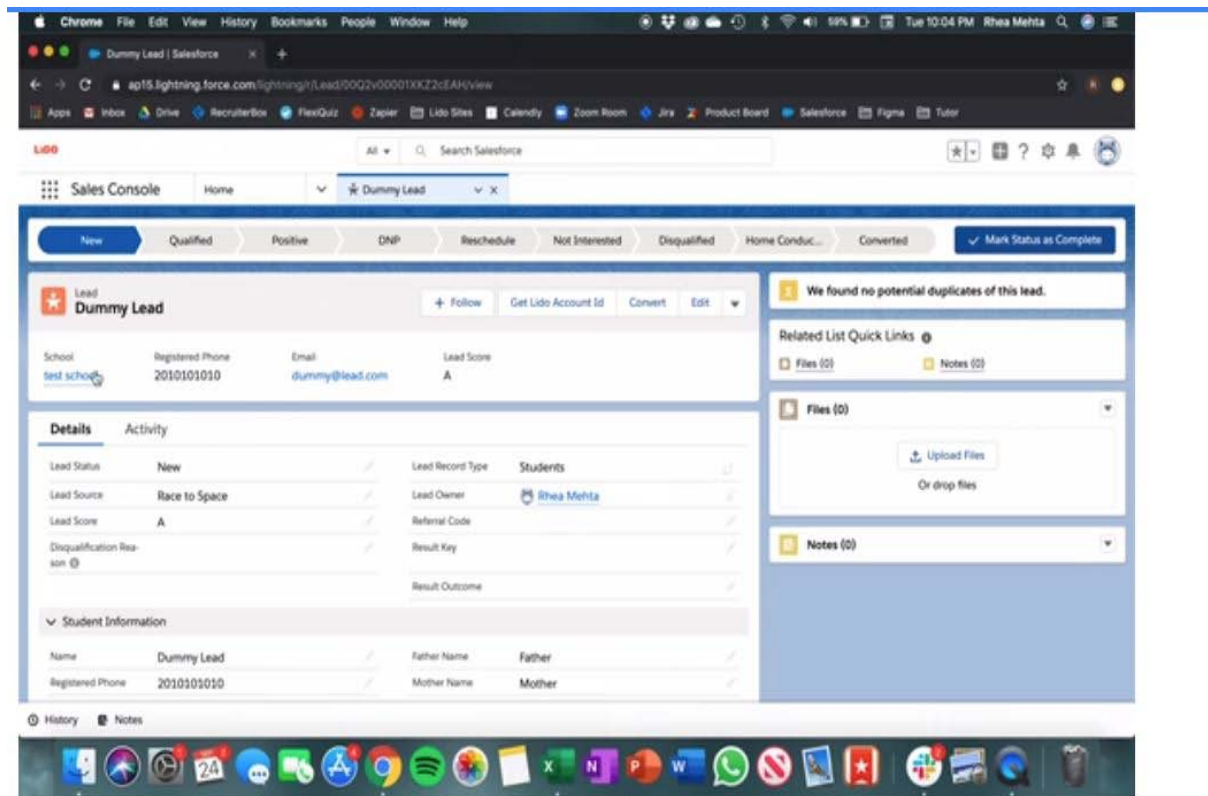


Figure 4.7 Details of a lead [8]

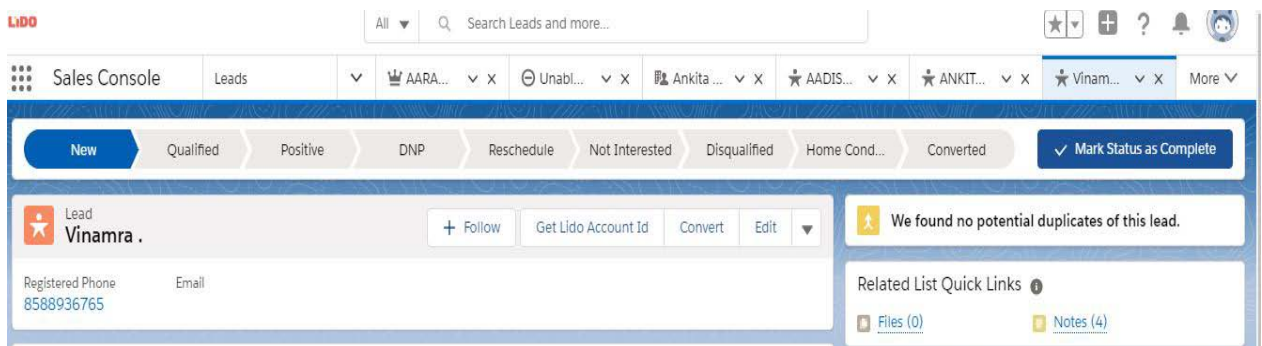


Figure 4.8. Stages of a lead [8]

One can view the leads assigned either in the basic view of the salesforce or the kanban view of the salesforce. On clicking on the name of the student the details of the student open up as shown in the figure and one can give a call on the number provided by the student during the time of the Olympiad. There are various stages provided in the salesforce, according to the conversation with the parent one can change the state of the student.

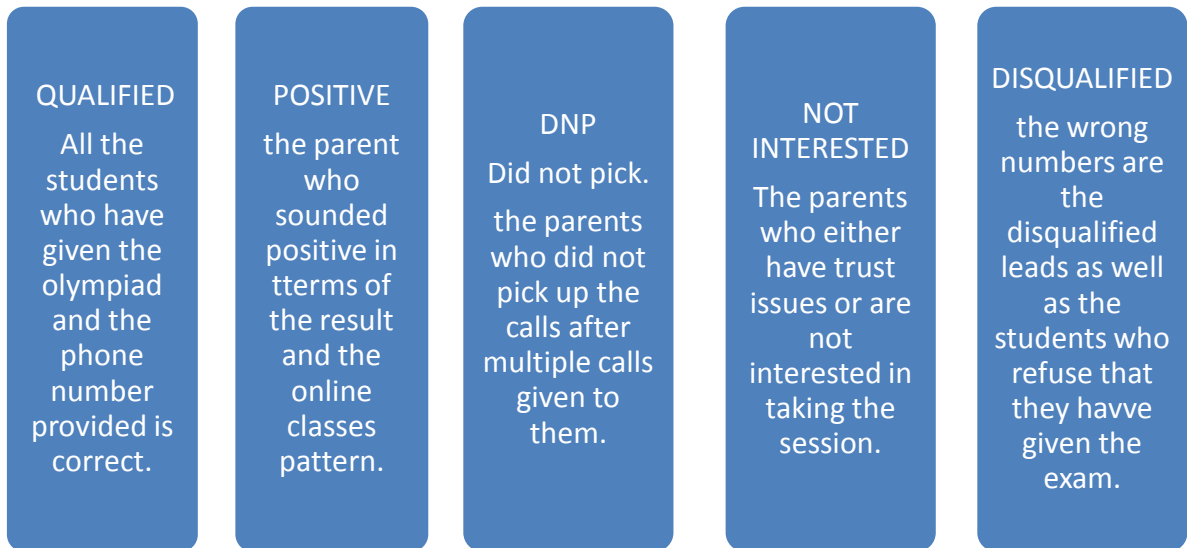


Figure 4.9 Stages

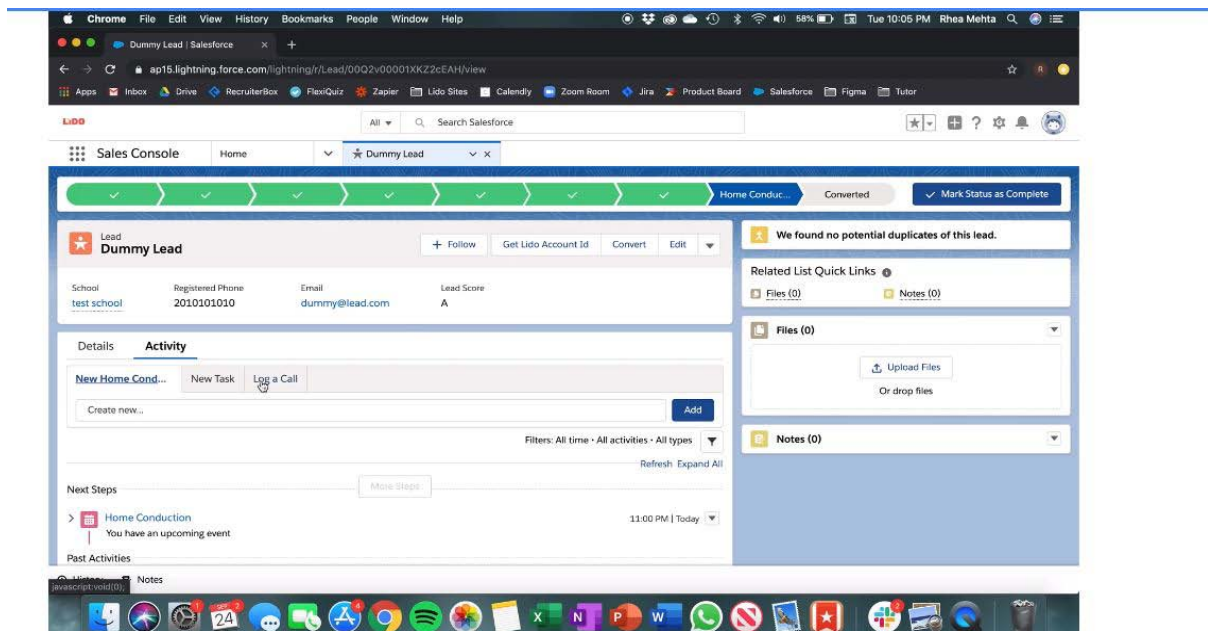


Figure 4.10 Green ticks in front of stage being changed [8]

4.3 INTRODUCTION TO AMEYO



Figure 4.11Ameyo logo[9]

It is the client exp. stage that helps endeavors of all sizes to associate. Also serve and bolster their clients. Established in 2000's as Drishi-Soft with a dream to assemble world-class Enterprise items from India, and re-marked in 2010 as Ameyo, it is an amazing and exceptionally adaptable one-stop answer for all your contact community needs that lets the organizations have customized association with each client over different channels, along these lines driving client commitment.

Moved toward latest and generous development, Ameyo passes on customer duty plans which help associations to improve proficiency and efficiency and meet their overall destinations of customer acquirement and upkeep, go over arrangements and requesting and business process motorization. Ameyo has a long-standing history of significance with extended lengths of exhibited industry contribution with the troublesome and speedy paced Customer Experience Management space.

Ameyo is utilized to bring in the association. It is worked from the frameworks and the call is associated through a landline. The landline associates the call to the number composed on the PC screen and mirrors various landline. The call can be recorded additionally for future reason.

4.4 CALLING PITCH

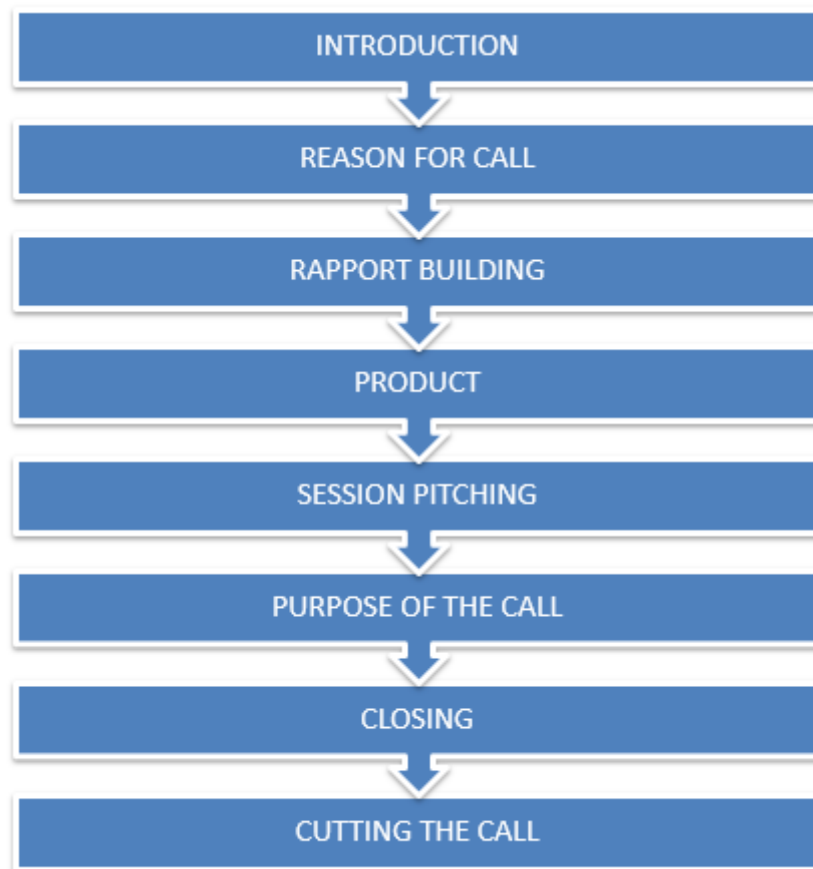


Figure 4.12 The entire structure of the call pitch would look like this

1.4.1 INTRODUCTION:

1. 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?"
2. The BD executive should introduce his name and the organization she is calling from.
3. The parent should know that the discussion is about the child.
4. The parent should know that he / she is talking to academic advisor.

4.4.2 REASON FOR CALL:

1. At this point the BDE should introduce the OLYMPIAD (Race to Space).
2. Then one should get into the reasons why the call was made

4.4.3 RAPPORT BUILDING:

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

1. To act as a fact finding mission for the BD to understand how to eventually pitch the product.
2. To build trust and connection.

Rapport is where the BDE should start engaging the parent regarding the child's Academics/studies and his study patterns. In rapport building the bde would require certain points to talk about which are categorized as the key factors.

Talking points are certain areas where the advisor can gather subsequent information regarding the following:

Rapport building is primarily where the caller is not speaking much but the customer is speaking more than the advisor as this shows the interest of a parent. 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 e-learning in the call.

Eventually, the parents should view the eventual session as an opportunity to understand their child's particular study habits and patterns more and not as a forceful act or a session for the sake of product sale.

4.4.4 PURPOSE OF THE CALL:

1. This section introduces to the parent the upcoming conduction
2. . 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 a personalised academic guidance session
3. At no point in the pitch should the advisor mention "counselling" or refer to the conduction as a counselling session.

4.4.5 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:

1. The approach – that is- what is the study pattern of the child.
2. The problem – that is -despite the child’s study pattern, why is it that he/she is still facing issues in math / science or any other subject as discussed with the parents.
3. The solution – that is- Lido Learning / online classes/e-learning.

While pitching about the expert who will conduct the session, bda should make sure that they are not using the word “COUNSELOR”. There are three things that the BDE can explain while pitching the session:

WHY?

The child has cleared a particular benchmark in the Race to Space exam which has led to this conduction/session.

HOW?

This is the “where” + “what” of the session -what exactly will be happening in the session or what can the customer expect from the counsellor.

WHERE?

Where is the session occurring - at the customer’s house.

4.4.6 PRODUCT:

If the need for pitching the product arises, then the bde should not directly pitch the product rather he can engage the parent in a conversation where by the use of examples (analogies) he can explain certain USP’S of the lido product and the club/relate them to the product.

Some Examples of analogies are:

1. Eklavya + Dronacharya - watched Drona throughout and became the best archer in the World
2. Mahabharata - 5 Pandavas versus 100 Kauravas and the 5 won because they had a solid foundation / base
3. Multi-storey structures - they can only stand and endure if the foundation for 5th - 8th is solid / strong

4.4.7 CLOSING:

At the time of closing, the bde/advisor should take note of all the necessary information .

1. Mother's name and Father's name
2. Address with proper landmark
3. Confirmation of date / time of session
4. Profession of the parents (should be collected in rapport building but just in case)
5. Alternate number
6. Email id

4.4.8 CALL END

After getting the relevant information, the bde/academic advisor should not disconnect the call. Instead, he/she should utilise the time at the end to continue building a personal connect with the parentby:

1. Explaining the customer / discussing the highlights of the conversation.
2. Disconn. immediately after leads to a perception that this was a transactional sale and marketing call as opposed to a personalized academic guidance session.

4.8 Work from home model

4.8.1 CALLING SCRIPT

1. Am I talking to Rahul/Rahul's father?
2. This is Ankit, Senior Mentor calling you from "LIDO ". An application called BYJUS has been downloaded on this phone with the name Rahul and registered with the e-mail address: rahul123@gmail.com.
3. Are you aware of the registration on our application? YES/NO.
4. How did you get to know about Byju's? (Tell them about Byju's no matter the answer)

BYJUs – world's largest EdTech platform where students from 1st to 12th study through video lessons and games to clear the concepts and solve doubts.

Rapport Building:

5. Whenever the child downloads the application a mentor is assigned to him who helps him with his studies and that's why I am calling you as our purpose is that the study that the kid does on regular basis he should enjoy it and understand it first rather than mugging and should be doing for self.

6. Your son Rahul has downloaded the app and was attending Math/Science/English classes (name a few more topics based on App Usage) on it.

so, he faces problems in maths or out of interest he was watching?

(whatever the answer is) appreciate the child that child himself downloaded an educational app instead of games.

7. I just wanted a few minutes of your time to discuss his academic performance/studies so that I could guide him on how to use the app in a much better and efficient way.

Need Generation:

FIRST CALL FLOW		PRODUCT MAPPING	
NEED GENERATION		K-3	K-10
With Parent	With Child		
1. Class and School of Child	1. What were you doing?	1. Disney Characters	1. Visualisation(1500 Team-6 Day-8.5 Hrs-15 Sec Video)
2. Who gives time at home for studies -> Active problem solver/ Guide	2. Schedule during corona?	2. Phonetics	2. Basic Concepts
3. Performance- 2 Groups of child (Rote Learner & Conceptual Learner)	3. Interest/ Hobby/Sports & Which cartoon character does he likes?	3. Parent Zone	3. Portability
4. Fav./ Hardest Subject Curiosity and Focus	4. What do you want to become?	4. Drawing Board- Stickers/Rewards	4. Parent Zone
5. Tuition -> ---- Home tuition -> why tuition	5. Favourite/Unfavorite Teacher (and Why)	5. Digital Worksheet	5. Self-Evaluation
6. Self-Study -> Ask their understanding-> Explain	6. Generate more need by discussing problems told by parent	6. Skill Chart	6. Learn.byjus.com
7. CBSE /ICSE difference and how Byju's help in that	7. What do you like about app	7. Story Telling	7. Question Based Learning Module
8. Extra-curricular activities (Just to get an idea of his pocket capability)	8. Relate BYJU's with his Hobbies & how it will help in his dream and to rectify his problems.	8. Assistance while wrong answer	8. Product Expert and Mentor
9. Olympiads (if a child is an average one then no need)	9. Assign Task/Topics to watch & Explore->App->Score->Scholarship->Tablet	9. In Video Games - Interactive	9. BYJU's Tutor (If can afford)
10. Area of focus when teaching		10. Library	10. Curriculum Based
		11. Engaging Accent/Jingle	11. Personalisation (Knowledge Graph->80 Lakhs->2 Years->38 Problems)
		12. Quest - Personalised	12. Access to Entire Content
			13. Step by Step Clarity
			14. Highly Engaging/Rated App
			15. While ending remind child again of the task and related rewards.

Need Generation with Parent

8. Class of child

9. School of child

10. Who takes care of the child's studies at home?

They can be an observer of their child's learning promoting a self-learning habit which is absolutely essential for the future rather than being an active problem solver whereby the child comes to them for every other question they have.

Ask about favourite and hardest subject for child.

11. So, how is Rahul in Studies? (Good / Average / Bad)

ask about his performance in previous class? If parents say theek hai ask specifically about percentage

I come across many students of this age group and they can broadly be divided into two groups:

One who will try to learn every topic by understanding the concepts behind it and the other one who will give more effort but will mostly end up learning by memorization and repetition techniques.

11.1 I have seen many students trying to learn a Math problem by solving it multiple times. In our exam system, both these types of students get the same marks but I am sure you will understand that students who understand and learn will always do better especially in higher classes while the concepts get even more and more complex.

11.2 even if he tries to understand everything, he will not be able to do so on his own. For e.g. Even in basic topics like Light, Electricity, it is very difficult to understand everything by reading from a book or from a classroom board. Even in a school or tuitions, it is impossible for a teacher to make a student understand everything without visualization. It is like reading a book and watching a movie – even after 2 years you can answer a question related to the movie but you will forget what was newspaper headline a week back.

12. Ask about:

i) Learning curiosity of the child? Does he ask too many questions or tries to mug up concepts

ii) How the focus of the child? Is he able to settle for studies in a long stretch or takes frequent breaks?

13. Do you send Rahul to tuitions?

if answer is yes then ask the reason. if answer is no then appreciate parent. Tuition is just like sending child to second school for teaching the same topic again and again in the same manner.

14. Ask the parent about their understanding of the self-study.

Explain that self-study is not just the act of doing the homework that the school or the tuition teacher has assigned because doing homework is something like working for your teacher because of fear of punishment or scolded in class. It is something like if you go to office and on returning back you do some work but that is for your Boss. Self-study is something that you do for yourself to find out the answers of the questions that arise in your mind on your own. Self-study is done for a deeper understanding of the concept and it should be done on your own. Self-study is what makes a student stand out from the rest of the herd because marks to sabhi le aate hain but concepts sirf unke his strong hote hain jo self-study karte and wohi aagey jaake competition survive kar pate hain.

15. Which curriculum is the child currently following? Are you aware of their board's learning patterns?

Mention that CBSE is an application-based board focused on teaching children the applications of what they are learning. So, it is absolutely crucial to know the ins and outs of every topic and not just rely on rote learning. People who do well in CBSE are generally stronger in their concepts. It is also definitely the board you should go for if you aspire to study in Science in XII and XII because the complete JEE Main/NEET syllabus is aligned with CBSE itself.

If the child is studying in ICSE, mention how ICSE is much more vast than CBSE and the children have to cover a lot more topics than people in CBSE so he needs to do smart work.

15.2 understands the vast difference between CBSE and ICSE and hence has absolutely separately designed and mapped programs according to the board your child is in.

15.3 For CBSE, we focus more on what the child is learning rather than how much. The tests are designed to cater to the application based needs of the board helping your child focus on what's important rather than just blindly following test papers. The explanation of the videos are also much more in detail explaining small, almost always missed points in detail based on the question papers from previous years.

15.4 For ICSE, the video-based platform makes it easier to cover the syllabus as retention is 20% more when learning through a video platform.

The tests on the app and worksheets provided by mentors are based on the design pattern of the board and top ICSE schools thereby keeping him in touch with the standards around the country and the level he should be at unlike others.

16. Ask Extra curricular activities like going to cricket academy or dance classes (just to check his paying capacity)

17.1 Olympiads main kaise performance hai bache?

CASE I

The child doesn't perform in the olympiads Explain olympiads

Olympiads are math and science competition hota hai jisme India and puri dunia k bache participate karate hain

Aap morning walk pe jate hain.

3 din baad ek olympic race hai usme aapko first ana hai. Kar payegen?

Jaise aapke liye nahi hai waise hi ham kisis bache se bhi expect nahi kar sakte hain ki bache jo 40 - 50 students ki class se compete karta hai wo aagey jake lakhn main compete karega or unhe beat kar payega agar abhi se exposure nahi mila.

17.2 CASE II (participates in olympiads)

Ask about the marks he is getting in the exam and the ranks secured by the child at the national and international level.

India main 5 lakh school hai. Which means 15 lakh topper hain

Iska competition un 15 lak bachon k sath hai naa ki apni class ya apne state k bachon k sath

if he gets good rank at state or national level :

Tell them if without any "smart work" he is performing so good then proper smart work he can do wonders. Also the challenge will be it retain his performance in future as well. Because everyone in your league is putting the same effort as you but only the better conceptual clarity and the right approach would take you to the next level.

18. What are the areas you focus on when you are teaching him? How do you want your child to learn?

With Child
1. What were you doing?
2. Schedule during corona?
3. Interest/ Hobby/Sports & Which cartoon character does he likes?
4. What do you want to become?
5. Favourite/Unfavorite Teacher (and Why)
6. Generate more need by discussing problems told by parent
7. What do you like about app
8. Relate BYJU's with his Hobbies & how it will help in his dream and to rectify his problems.
9. Assign Task/Topics to watch & Explore->App->Score->Scholarship->Tablet

Let me talk to child so that I can help him in a better way.

Need Generation with child:

Product mapping

19. Based on Current Situation: With the current Covid-19 situation where children are being distanced from education with no idea when the schools or tuitions will open, as an organization has come up with a solution to ensure 360-degree learning which will provide the much-needed push to study, practice problems and clear doubts for students who are not self-motivated.

20. Visualization, Basic Concepts & Portability: Since schools are closed for the foreseeable future, it is difficult for students to understand complex concepts through textbooks. This is where Lido with its best in class videos helps students understand and retain the basic concepts in a simple and portable manner. Also, since everything is pre-loaded in the tablet, it is portable and can be used offline without any internet connection.

Visualization (1500 team—6 days 8.5 hrs—15sec video)

21. Parent Connect App, Self-Evaluation & learn.byjus.com: We have created a personalized learning platform for parents wherein they can track the progress of the child on a real-time basis. In the absence of a competitive classroom atmosphere, The self-evaluation tool plays a key role in self-evaluation and recommending the areas of Improvement. You can also track your performance, post doubts and have access to an extensive doubt's library on www.learn.byjus.com.

23. Product Expert and Mentor Assistance

PE would be available to you from 10 AM to 8 PM to solve all your product related queries. Post your familiarisation with the product, you would be assigned a mentor to take care of your academic and non-academic needs for your entire course period.

24. To be pitched only if you think he can afford!

classes : A Lido certified tutor will take online classes for students. Tutor and students will come online on a common platform. The tutor will use tools like whiteboard, visual diagrams, etc. to revise a concept, solve practice problems and take students' doubts in real-time. Students can ask their doubts via chat during the session. The tutor also ensures the following points:

- The tutor ensures usage of the tab as parents may be busy or not involved.
- Sets a routine & adds discipline.
- There will be a mentor who will be providing performance report and will discuss the same.
- Pre class and post class homework. Practice workshop for Olympiads and personalised support class will be given.

- A local teacher may be good in 1 subject but Byju's classes provides experts by topic (Algebra in Maths).
- You can see what the child is doing (as compared to tuitions).
- Student's ideal flow of learning (app - tutor - app) increases retention.

25. Curriculum-Based Learning & Personalisation: Our learning program is based on a child's specific curriculum being followed in school. Not only that, it even adapts to the child's usage, strengths, and weaknesses. This helps create a mirror of the child's school-based learning and helps them revise, re-learn and brush up on concepts they missed out on school. This, in turn, helps create and maintain interest from the child's side.

To ensure personalisation we have gone through studying pattern of 80 lakh student who downloaded the application between 2015-2017 and have found major 39 learning deficiencies (or path) which they face. A student is mapped with one of these paths based on his response over the application.

Personalization (knowledge graph->80 lakhs->2 years->38 problems)

26. Access to entire content & step by step clarity: to learn their concepts in a personalized journey based manner by breaking down complex topics into small subtopics. Students on completing videos are prompted with a quick question and are only allowed to move forward upon successful completion. Students having access to our multiple year platforms have the freedom to explore topics beyond their classroom and go to and fro between classes thereby giving them the opportunity to explore beyond their basic curriculum.

27. Highly engaging app: with over 60M downloads, the highest among all educational applications in the country. In past 2 months 1.5 crore students have downloaded the app.

Closing

28. Engaging child for next session: Told child to watch videos of topics where he is facing problems of maths. Please ask him to go through the videos and see his response over the same topics. We will have detailed discussion over same tomorrow to see how it goes.

Also, I will be sending some videos over WhatsApp please go through that as well. Then remind child again of task given. Depending on your usage and response you may get some scholarship and a tablet as well.

Follow Up Call:

1) **Asking about home work:**

Rahul, I had given you some homework right, I hope you have seen the videos and also played the games. Now tell me how was the videos were you able understand the concepts? (Scold them slightly like a teacher to show authority if not seen and give some time to watch. Remind him of his problems to motivate him to watch videos. Ensure both parents are there with child at that time as price will be pitched at the end of this call).

2) Rapport building with parent:

Purpose of these campaigns to bring out child who have calibre but left out because of our education system which judges child just on the basis of his marks and not his calibre/skills.

3) Rapport building with child:

point where difference between interest and passion to be asked to child. The same question child will ask to parents and then you give the answer in a high tone.

hindi mein ek word hota hai junnon. passion actually junoon hi hota hai. passion ko karte time hume matter nahi karta hai ki humne lunch kiya ki nahi kiya, soye ki nahi bas wahan tak pahuchna matter karta hai. aur jab tak humari padhai humare liye woh passion nahi ban jaati tab tak matter nahi karta ki hum padhai kar rahe ya nahi. interest kuch bhi ho sakta hai jo hume acha lagta hai but passion woh hota hai jiske liye hum jeete Hain. Main nahi bol raha ki bachche ko book worm bana dena hai. kunki padhai kewal book open karke nahi hoti hai. jab ground mein bachcha cricket khel raha hai and apne runs count kar raha tab bhi maths hai. jab cycle chala raha aur brake use karke cycle rok raha tab bhi friction hai. jab cycle chala raha tab force apply hoti hai (keep all this in conversation). jab mummy kitchen mein curd jamati hain tab bhi chemical reaction hota hai and wahan bhi chemistry aati hai. then ask child his favourite dish. then ask him which oragn he uses for the taste. answer is taste buds in tongue and wahan bhi bio hai.

toh basically humare aas paas jo bhi ho raha har ek cheez mein science and maths involved hai and jis dinn se bachcha har ek cheez ke peeche hidden logic ke peeche jaane lagta hai uss din se woh sab kuch bann sakta hai jo woh banna chahta hai. Uski life ka sabse bada question HOW & WHY hona chahiye. yeh cheez kyu ho rahi and kaise ho rahi!

4) Illustrations:

You can ask some illustrations if the parent is too convinced with child studies already or parent seems engaged. Tell him that these questions not to test you but to help us knowing where you are actually lacking because anyways, I am not here to teach you. Try to switch to zoom /WhatsApp call at this time as you have to see how the child is approaching the question. Asking him to solve question can create good need generation. Ask parents if child is not able to solve question that why he is not able to solve.

They will provide 2 answers

i) child nervous -> cartoons

ii) Nahi padhaya gaya -> practical approach missing and mostly motivation for child to study is for exams and they forget things as they move to next class (tell this even if he is able to solve).

Always system is responsible for this not the child.

Problem convincing

5) Ek taraf book padne vala doctor hai aur dusra instant relief dene vaala hai toh aap kiske pass jayenge? Obviously, hum instant k pass jayenge. Same vahi agar humare bache ka concept clear hoga tabhi vo instant solutions de payega isliye concept clarity must hai.

6) Padhai karne k 3 tarekey haote hai:

- **Marks oriented approach:** Pure North India mei yahi approach chal raha hai. Har parent yahi sochta hai ki zyada se zyada marks aaye lekin aage chall k sirf knowledge kaam aati hai.
- **Knowledge oriented approach:** ye mei aur aap samjenge.
- **Result oriented approach:** aaj k time mei aap 2 saal k bache ko phone de denge toh vo aapka phone ka har function bata dega. Iska reason yeh hai ki jab vo 9 button press karta hai tab vo dekhta hai k screen par 9 likha aata hai.

Jab vo cricket game khelta hai aur sixer marta hai toh vo dekhta hai k ball boundary k baahar jaa rahi hai.

Kehne ka mtlb hai k bacche ko jab instant result dikhta hai toh voh interest show karta hai.

Agar aap bolte hai k 10-15 saal padlo aur UPSC ka paper dedo aur life settle ho jayehi toh vo kabhi nahi padega use agar 6 mahine k liye bhi padne ko bolenge ye kahega k i-pad mil jayega toh vo tabh bhi nahi padega.

Kyunki use pata hai k exam se ek din pehle bhi padh k ratta laga k bhi marks le ayega.

7) Ek bache ki future ki building ki sabse zaroori hissa hoti hai neev, thik jis trah aapke ghar ki sabse mazboot hissa neev hai.

Toh agar bache ki neev hi kamzor hogi toh vo aage future class mei kaise perform kar payega

FOR 11TH 12TH CHILD: Ab aap dekh chukke hai ki iss bache ki neev toh kamzor hai hi toh ab iski mazboot karne ki bajaye isko support beam lagane mei samjdaari hai

8) Bachpan mei bacha gilli mitti ki trah hota hai usse jis trah chaaho vaise aakar de sakte hai. Ek baar mitti sukh jaane k baad usmei badlav laana bahut mushkil ho jayega

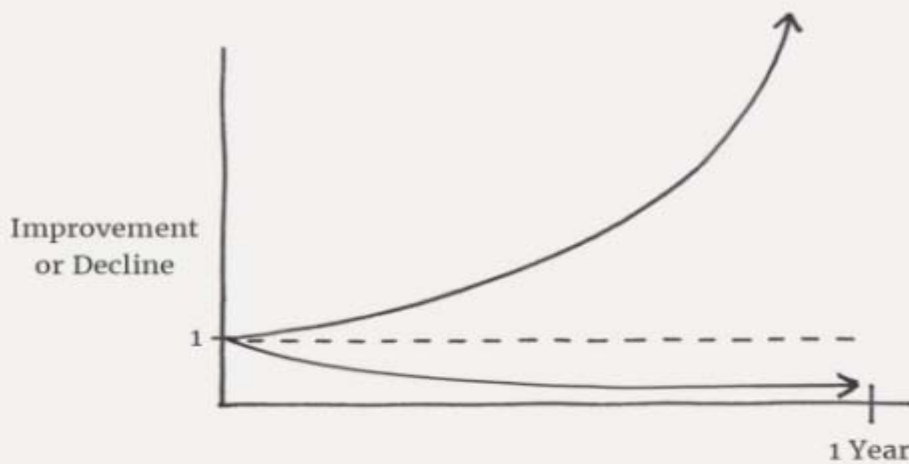
Sukh jaane k baad ya badda hone k baad ya toh aap matka todd sakte hai ya fodd sakte hai. Todd aap sakte nahi kyuki bacha aapka hi hai toh chodd denge.

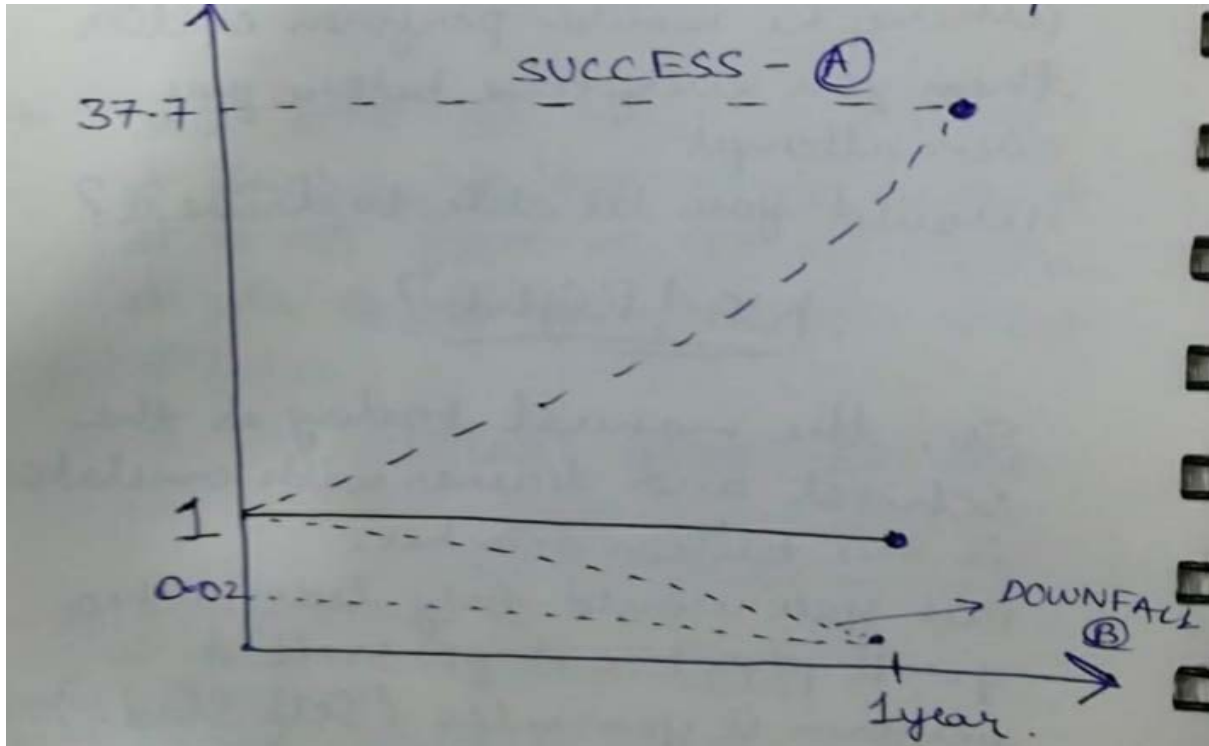
9) Aapne bachon mei festival ki excitement dekhi hogi, ek mahine pehle se hi excited hota hai ussi trah ki excitement bacche ko Olympiads ki honi chahiye.

10) One percent daily improvement and after a year child is 37 times better and one percent daily decline leads to only 2% of what he was a year back. I want daily 1% improvement from now on!

The Power of Tiny Gains

$$\begin{array}{l} 1\% \text{ better every day} \quad 1.01^{365} = 37.78 \\ 1\% \text{ worse every day} \quad 0.99^{365} = 0.03 \end{array}$$





11) RABBIT AND TORTOISE STORY

Ask the child or parent about the story. Ask them to narrate it. Now say that this story has expired. In today's time, there's no rabbit that rests and neither there's any tortoise, all are rabbits.

- **If child says rabbit**, say him that the question he couldn't do are all 3rd,4th,5th class questions so how can we say you a rabbit?
- **If child says tortoise**, (a need is created by himself) motivate him to become a rabbit by running daily and challenging yourself to beat other rabbits.

Because in today's times, kids have started to compete amongst their peer groups or hardly the toppers of their class but they have forgotten that there are lakhs of such toppers in the country.

The actual rabbits in the race are Olympiad national level & international level rankers as they are the actual race.

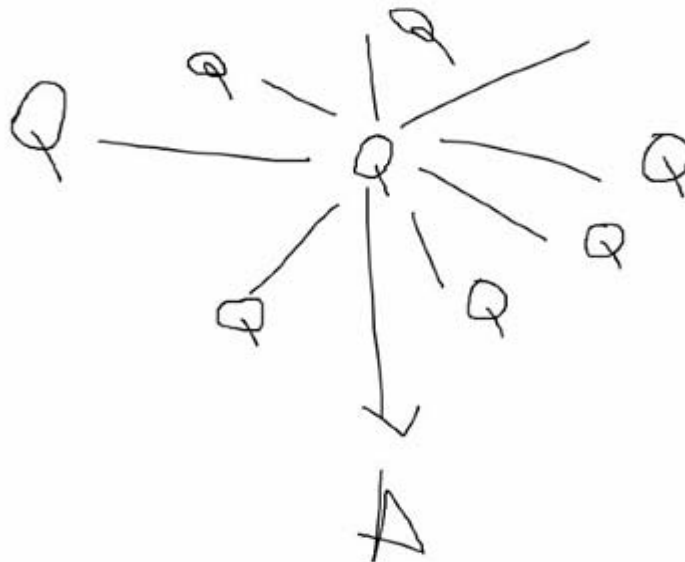
12) **(Counter)** Our best is always 5% more than what we consider our best. Daily we have to beat our best. humara competition hamesha khud se hota hai!

13) Bachche Ka morning mein uthne Ka source Woh alarm clock Nahi Hona chahiye balki excitement Hona Chahiye ki aaj Kuch naya seekhne ko milega jisse neend apne aap

khul jaaye jaisa ek cricket match ke liye hota hai. naa ki usse paani daalkar uthana pade as used to happen with me!

14) Aaj bache ko question dikhte hi vo answer ke piche bhaagne lagta hai vo ye nahi dekhta ki uss ek questionse aur kkitne questions bann sakte hai.

- 13 lakh people for JEE
- 50000 in JEE Advances
- 40,000 failed (i.e. 1 qstn: 2-5 mints because questions are new to them)
- 10,000 SEATS (i.e. 1 qstn: 1 mint because question variety has been focussed.)



15) Ask from a parent if you were to given a how to drive a car manual?

Would you be able to drive it?

Now, you would be given a world's best trainer and an emulator where he would perform earlier than you every time before even you attempt.

Would you be able to drive it?

NO, RIGHT?

So, the manual today is the school and trainer with emulator is the tuition teacher. But you would only learn where you'll practice it yourself & perform it yourself. (SELF STUDY).

16) Bachche mein examination Ka darr Nahi Hona chahiye excitement Hona Chahiye ki poore Saal Jo padha, usme Kahan lack Kar raha yeh jaan-ne Ka mauka milega. And kal maths Ka paper hai and aaj science padh Raha kyuki science padhne Ka Mann hai and maths toh in& out pooraa aata hai.

17) Your kid is in class 2nd. He is going in a bus, the driver applies the break. what happened? The child falls Infront, right?

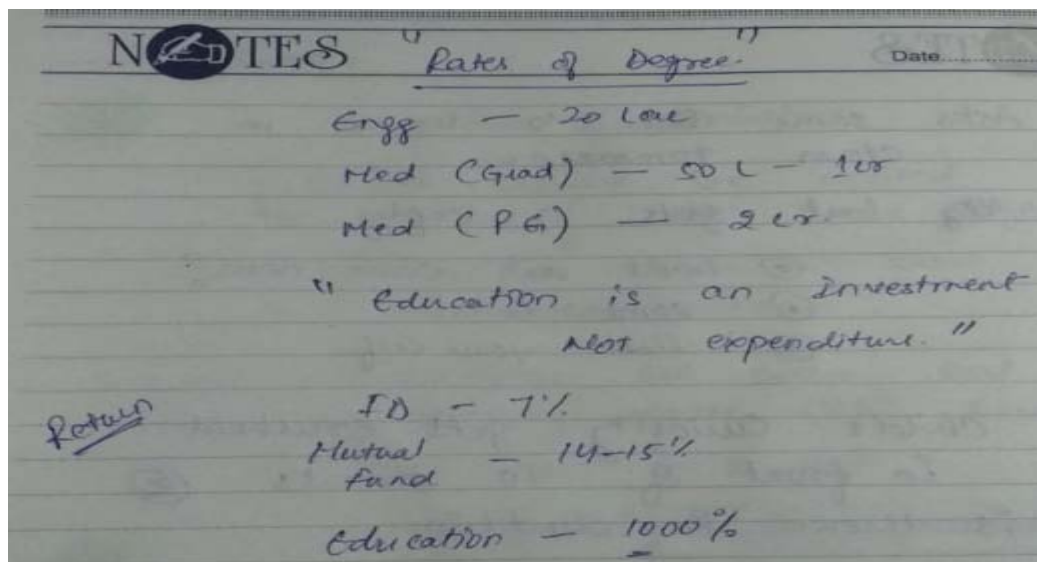
He comes home and asks you this question and you say to go and ask the question to the teacher tomorrow.

He goes to school and asks the question in the class where he is made to sit down again by saying DON'T ASK QUESTIONS NOW which means come later or find yourself

This way the child feels that his curiosity has been crushed Infront of 40 students and thrown in the dustbin. He will now never ask questions or doubts.

I know the child would not be able to understand concepts of higher classes when tries to get a solution of his curiosity but that is when he will start back tracking through the classes and the more he backtracks the more questions and answers he will be getting making him more and more curious.

18) If you think education is expensive, try estimating the cost of ignorance.



Product Pitch:

19) Salesperson: You must have watched 3 idiots?

You & I both remember a year-old story of 3 idiots, its characters, its dialogues till date whereas you would not be able to recall a headline from 2 weeks.

- This shows we are able to retain more to visual sight.
- Time saving as 3 idiots movie in 3 hours but its novel takes 3 days to complete.
- Interesting – more imagination, more feeling.
- Understanding better as all sense organs involved.

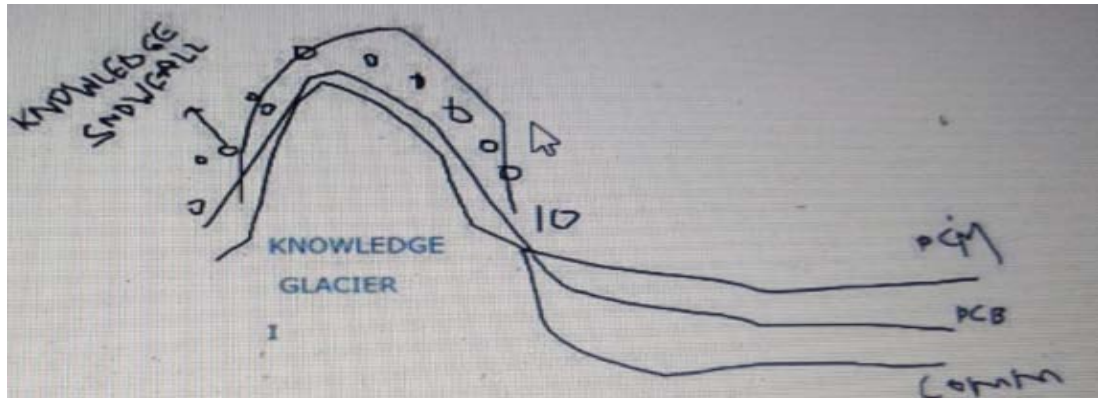
20) COURSE FLOW

Preparation	Practice	Doubt sloving	Monitor
I. Offline II. n-time viewership III. library and personalized mode IV. knowledge graph(grey, red orange, green) V. Recommended videos VI. Recently learnt	I. Adaptive test(6 stages of practice explain with blooms taxonomy graph) II. Quizzo III. Olympiads and competition IV. Test (Subjective, Objective, NCERT, HOTS) V. Learning analysis (Avg. speed/ques., no. of test attempted, no. of correct ques., learning time)	I. Call II. Chat support III. Learn.byjus.com (5 lakh ques.,ask a doubt, mock test, popular videos,	I. Parent connect app II. Personal monitoring dashboard

Closing:

21) The height of child is like a glacier. The height of glacier depends upon the amount of snowfall on it (= knowledge in child's case). There comes a stage in child's life i.e. class 10th where there are different streams coming out of the glaciers.

He should have sufficient knowledge by then to decide himself with which stream he wants to flow and not impacted by others decision to blame others later. Also, the more the height of glacier the farther the river will go and won't end in a bad college.



Interest \propto confidence \propto performance

22. Education does not alone give a good future to the child but manners, discipline and confidence also give a bright future to him for his overall development.

23. Emotional pitch

- Ask the child whether he has seen a marathon or not?

Ask how many participants are running?

Ask whether all the participants name comes in the newspaper?

So, it it doesn't matter for last or middle racers even if they quit but only front racers.

Similar kind of race was started when you started studying.

Ask the child to ask his parents that if I'll become something great in life, what will you get? Then say that whatever you'll become only you will get everything.

- The dreams which the children have become the dreams of parents and they donot come to realise it. They feel that their dream has accomplished when the child achieves anything good in life.
- They'll support you no matter where you go, whether you go up, they it support you fully with happiness and even if you go down, they'll support you but happiness might not be there.
- When a rickshaw puller's son becomes an IAS officer, that day, he feels like he has become an IAS officer himself.
- Your school tracher, relatives, cousins and colleagues etc. nobody gets affected by you becoming successful or unsuccessful. Only parents are those you'll ever affect by your performance in life.

- Ask the father if he has any regret in life that does his miss anything be it financial support or emotional support during thir time? Every parents wants to see their child progress 2 steps ahead of themselves in life.

If the above doesnt takes place, what is the use of all the education on you?

- In this phase of yourd,we say a lot to our parents in anger, frustration but today when after 25 or 26 years of age, you feel to say sorry but believe me a sorry is not a solution of your words.

So, realise the efforts motive of your parents at this point of time.

- Make an eye contact with the child, say, “ if you’ll fall, I can be the one to pitch you up but I’ll not favour you to become a support for anyone because your capabilities need no support.

- So aaj se hum teeno (parents and you) will take the responsibility of taking child forward.Ask child kiske liye padhna hai aaj se and then tell him after he replies ki kewal khud ke liye padhna hai.parents ko sab Apne aap mil jayega.

24) Commitment recording :

- Ask schedule of father. What is his work timings? Ask him to commit 20 minutes for himself with the child.
- My father had a tranferable job in my childhood. He used to come in 15-20 days for 3-4 days. Every morning he went for jogging. So I used to wake up in excitement to go with him and in return, he used to make me play cricket along with himself. That 15 minutes of cricket playing with him were my most cherished moments till date.
- But I’ve seen that parents in Delhi do it for formality. With some distractions, you both will also avoid this after a couple of days.

ENACT: put the recording on Infront of him showing that you are saving the name of them along with 3 other parents.

25) Pricing:

We have 50 students shortlisted for the scholarships out of which we will be shortlisting 5 students for curriculum based on child’s performance, child’s interest and parent’s interest to let the child enjoy studies and not running after marks. (as everyone want to get enrolled with Byju’s right now because of current situation but we have limited seats for Byju’s classes program. for instance, child is in class 7).

Two courses are there 7-10 foundation and 7-12 advanced

After this cancel out one by saying these:

For advance say agar bachhe ne abhi se competition ki preparation start kr di to baad mai burden nhi aayega jaisa ki ajkl 11-12 wale bachho k sath hota hai.

For foundation give reason that abhi se we cant decide ki bacha konsi stream and subjects lega so we would like to focus on foundation as we can clearly see ki bachhe ka base sahi nahi h.

After this explain the scholarship and then the payment options.

4.8.2 PLUTUS

Plutus is a platform of lido learning where we used to take the sessions of the parents by onboarding them to our platform and then starting with the online session. There are two platforms –

1. Student.lidolearning.com-for the parents to onboard
2. Teacher.lidolearning.com-for the advisor to take the sessions

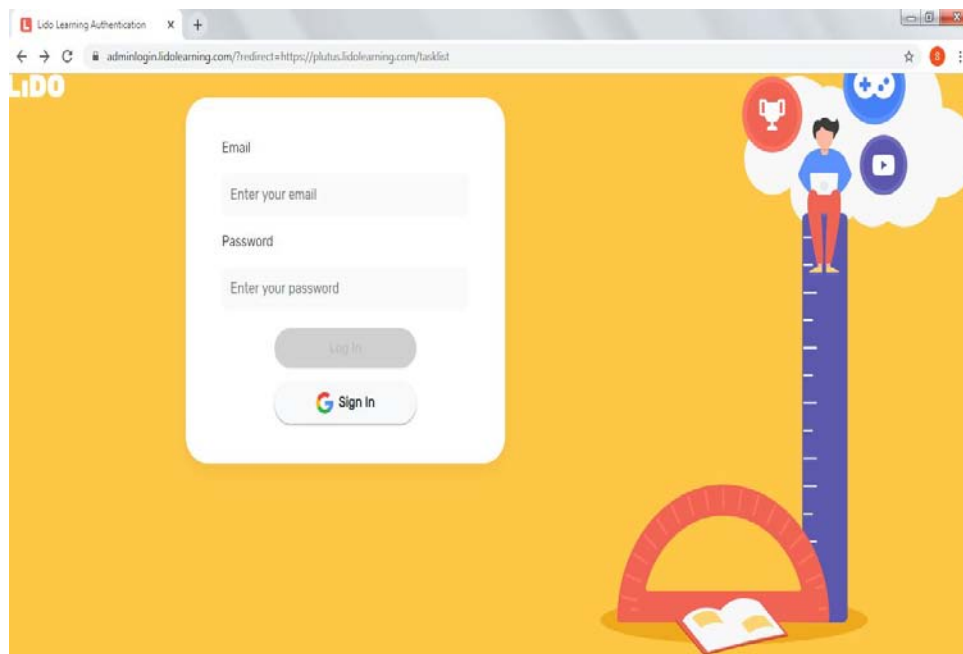


Figure 4.18 Teacher.lidolearning.com[25]

Once the advisor opens teacher.lidolearning.com, then he has to enter the lido id such as baharsharma@lidolearning.com and the respective password.

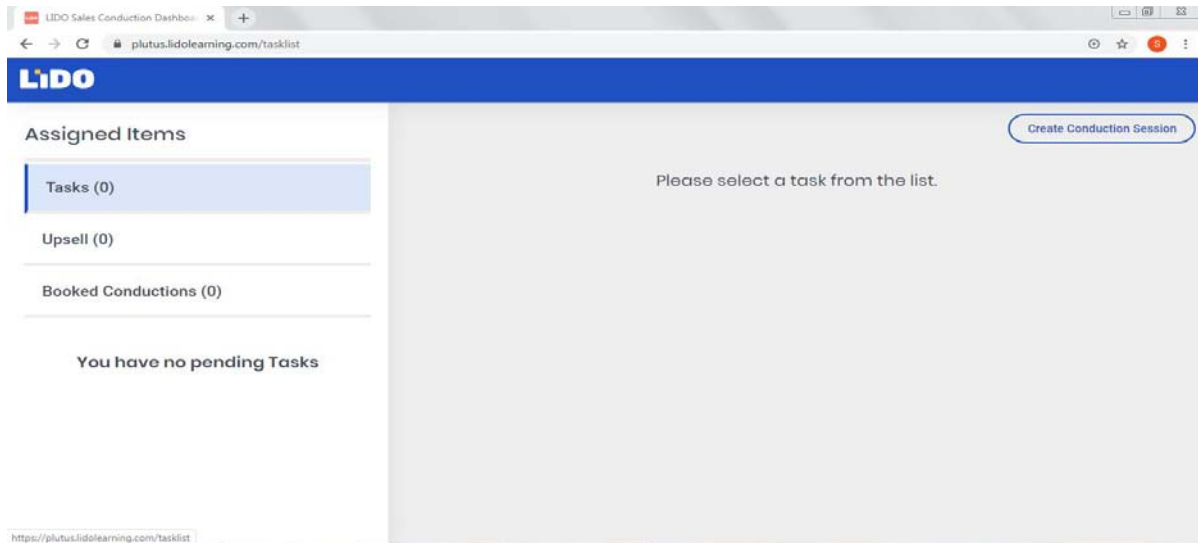


Figure 4.19 Various options available[25]

Once the BDA logged in to the site of parent.lidolearning, if the session has been scheduled then it will automatically show the conductions schedules in the booked conductions sessions. The sessions will show up only when we have converted the lead in the salesforce into opportunity. Then it takes about 30 minutes to convert a lead converted into opportunity to show up on the plutus.

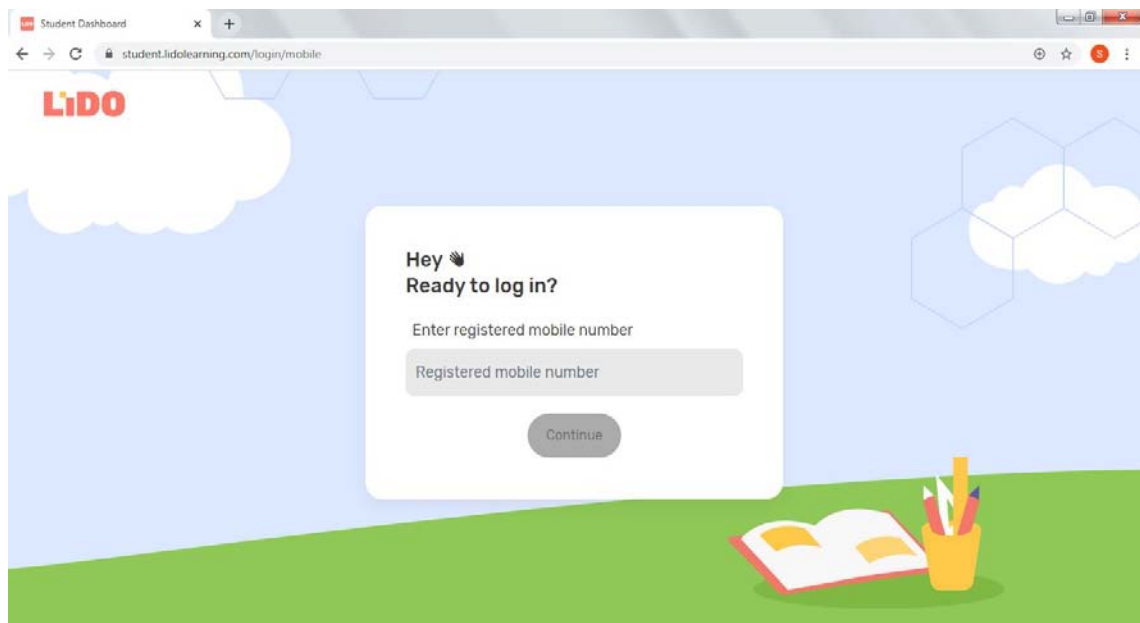


Figure 4.20 Student.lidolearning.com[23]

The parent has to login through the portal of student.lidolearning.com where he has to enter the registered mobile number. The rmn is the one shown on the salesforce app; otherwise he /she will not be able to login to the student portal. After entering the phone number, one has to enter the otp then only the parent will be redirected to the site.

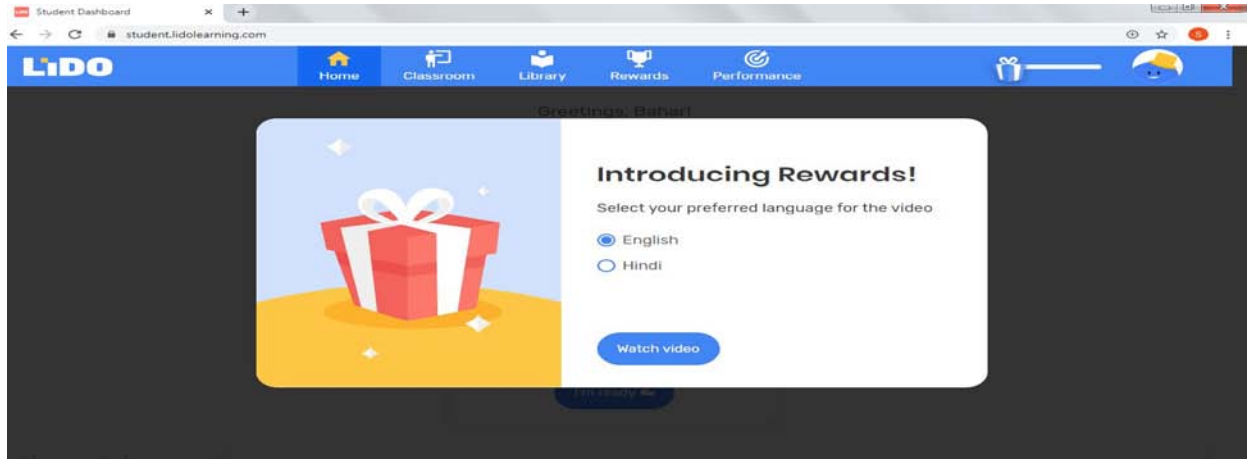


Figure 4.21 View of the student site[23]

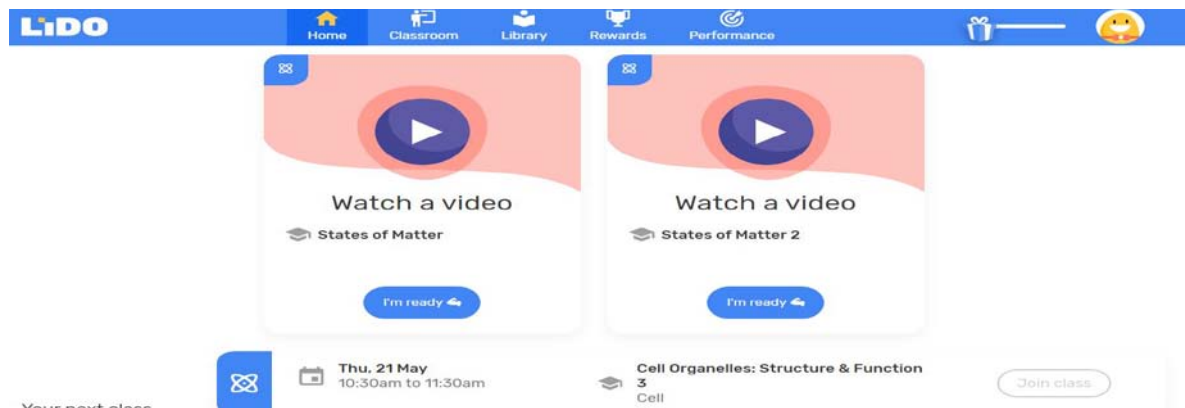


Figure 4.22 Home page[23]

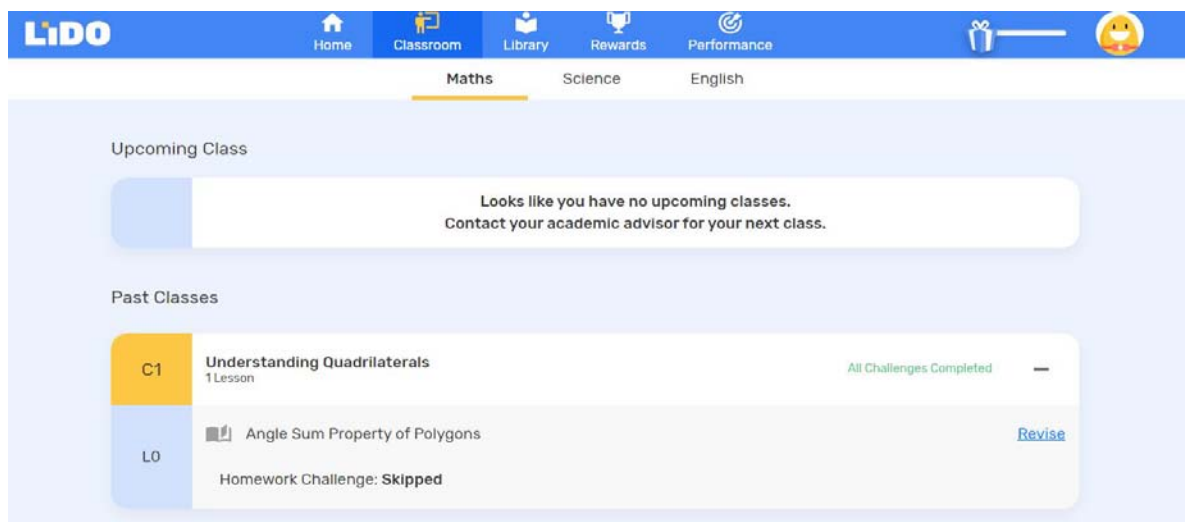


Figure 4.23 Classroom[23]

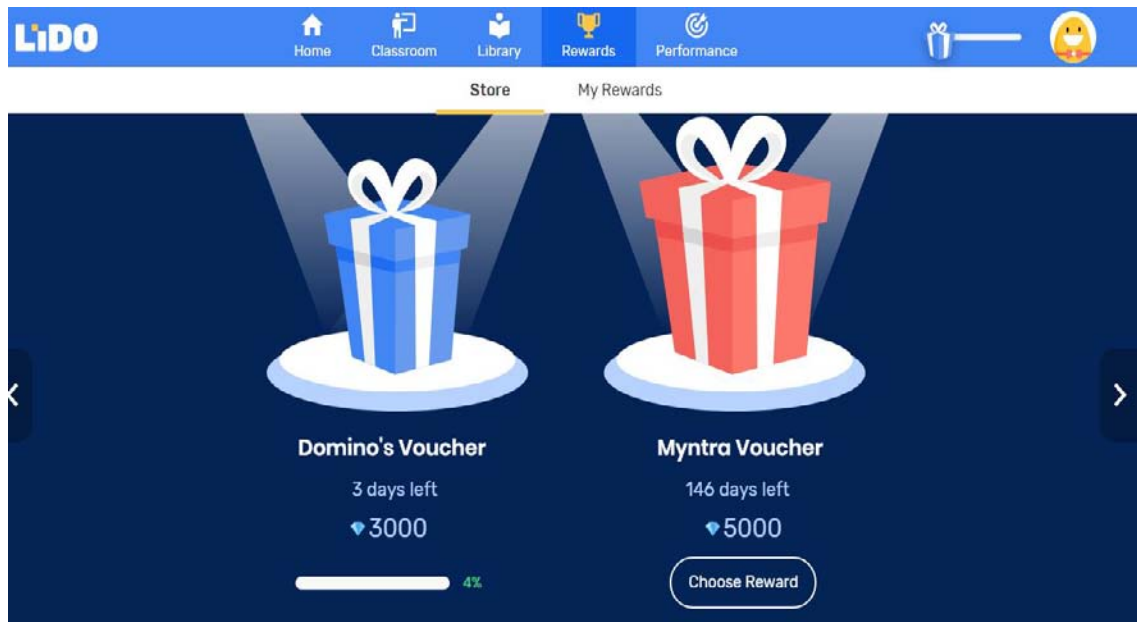


Figure 4.24 Rewards for the children[23]

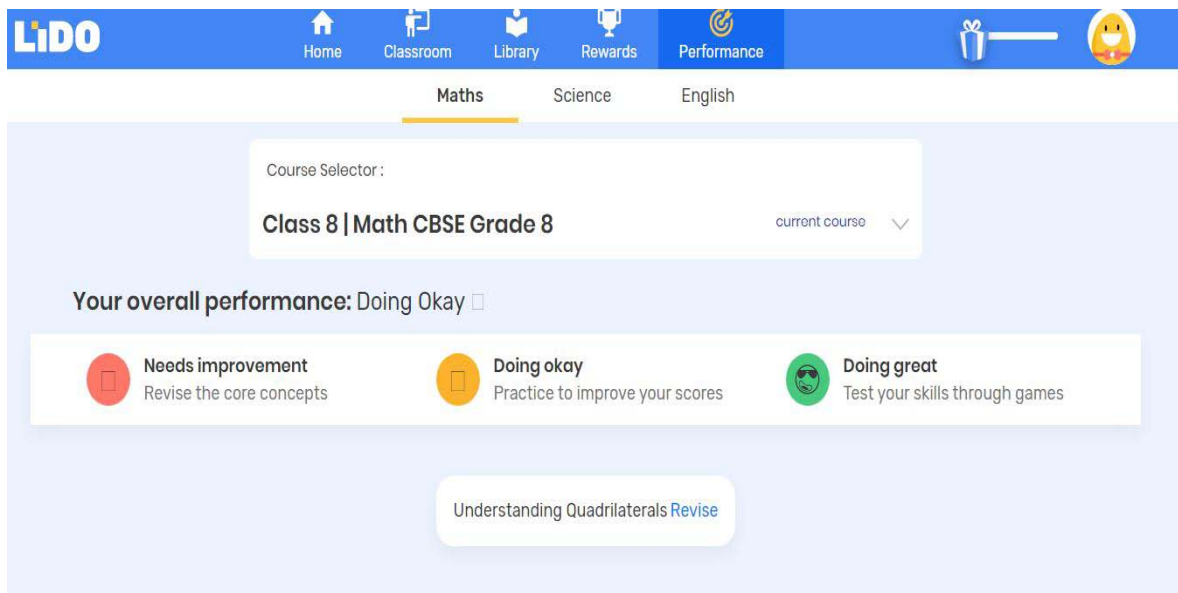


Figure 4.25 Performance parameters[23]

Once the parent logged in to the student portal he needs to enter the rmn and the otp which is sent to the rmn of the parent itself. Once the parent is onboarded he is able to see the home page which shows the upcoming classes of the subjects and there is an option available to start the class for the bda as he clicks on the option of start the class, the parent can join the class by clicking on the option of join the class. The important part is that is the bda can easily explain the parent the platform and it is easier for the parent also to understand the platform and by showing the videos it becomes interesting for the student

also as he can access the videos and can easily understand and it becomes easier to convince them at the time of closing.

4.8.3 Conduction script

CONDUCTION FLOW ON PLUTUS:

The platform is designed in such a way that it gives the customer hands-on experience with the platform features of our module.

Dashboards: Our dashboard is divided into 3 parts

- Presentation ● Whiteboard ● Discussion

PRESENTATION FEATURES:

All the pre-filled content regarding the organisation and the course is fed in the presentation mode. Also it has a list of cues that are provided on the right hand side of the screen

WHITEBOARD FEATURES:

This section of the platform allows the BDE to write down anything on the screen using different colour options. The inputs given by the kid and the parent can be jotted down in this section.

DISCUSSION FEATURES:

This is the part of the platform that enables the BDE to see the parent and the kid in the large screen and vice-versa. There are certain modifications that are done in order to make the conduction flow seamless on the plutus platform. Adoption of the Plutus is as follows:

INTRODUCTION:

A brief introduction about:LIDO:

In this section, the BDE has to move to the About LIDO tab on plutus and then click on the introductory video. The introductory video gives the parent a glimpse of what exactly the missions and vision of the organisation is. After this, the BDE can start about introducing himself:

1. Yourself

2. Designation (sr. academic consultant)

3. Experience (Done more than 1000 sessions offline and 200+ online) a story has to be built around the fact behind joining LIDO and working for the same. (Ex: Having worked in the education field for over 3 years, I've seen a lot of changes and disruptions in the education industry, but one thing in particular has stayed the same and that is Human Intervention and interaction.) Being an important part of the session as it lays the foundation for rapport building both with the kid and the parent. Mode of presenting:

DISCUSSION BASICS ABOUT KID:

Since it's a new concept for the kid, making the kid comfortable is very important. Can be segmented into two parts:

1. Discussion Mode

2. Presentation Mode starting the conversation in the discussion mode and seamlessly moving to the presentation mode. Aids in Presentation Mode:

Know the customer [Tile game] the tile game is designed in such a manner that it contains 8 tiles which in turn contain 1 question each. All these questions are framed in such a manner that they help the bde in breaking the ice with the kid. Questions such as: Best friend, Favourite teacher, Favourite Subject, Boring subject, Best part about school , Favourite activities , Favourite actor and cartoon character.

. ACADEMICS:

Before exactly discussing the academics with the kid, the BDE has to show them the results of the kid in the Race to Space examination. Hence the BDE has to go to the Presentation Mode and there has to click on the Race to Space results. Here the BDE can choose which level of performance the child has given according to the conversation he/she has already done with the parent. Anything that the BDA clicks on will reflect a graphical representation on the parent's screen. Since the ice-breaking has been done both with the kid and the parent, now the BDE can shift gears and get onto discussing academics. This again can be distributed into two parts.

1. Presentation Mode

2. White-board Mode

By navigating to the Knowledge Graph section on the Presentation mode, the BDE can find out a section that states "Study Habits". Questions for reference available are: Who helps you in academics? , What are the areas of improvement according to you? , How many hours do you study? After this, the BDE can navigate to the White-board Mode and ask a couple of more questions such as; Percentage in last Academic year, Schedule of the kid , Difference between (Maths-science) and (other Subjects)

ILLUSTRATIONS WITH SOLUTIONS

Illustrations are the most important part of the session as they help in establishing the need for the product. The illustrations have to be short and significantly pointing towards the weak conceptual knowledge of the subject. Engagement of both the Parent and the kid is extremely important during this section. This section doesn't intend to focus on the kids' inability to understand the concept of a particular subject rather is to make both the parent and the kid understand the ideology of concept building. Each concept builds upon the

previous year concept. The BDE should be really careful while taking these illustrations that at no point in time we have to prove that the kid can't do it or demean him. This will not only shatter the confidence of the kid but might as well offend the parent in some cases. The illustrations have to be taken on the White-Board Mode of plutus. Use of different coloured pens can be taken into use so that becomes attractive for both the parent and the kid.

This has to be done in WHITEBOARD Mode as follows:

PROBLEM IDENTIFICATION:

After the illustrations are done, the BDE should shift again to the Discussion mode on the Plutus interface. Now is the time to have a detailed discussion with the parent and the kid regarding the conceptual clarity of the kid? Depending upon the kids the problem areas will differ and will not be the same for each kid. Areas to be focused on while identifying the problem can be : Irregularity in studies (refer back to the schedule discussed) ,Approach of Rote Memorization , Time Management , Engagement with the teacher , Doubt clarification , Interest in subjects Depending on the inputs provided by the kid in the session till now, the BDE can choose which points to focus on.

SOLUTION:

Now the BDE has to refer back to the Presentation Mode again and has to click on the Knowledge Graph tab. KG1: Knowledge graph 1 show the Parent where exactly the kid stands because of the study approach/pattern that the kid has adopted over the years. KG2: Knowledge graph 2 shows the effect of Lido's implementation in the child's daily routine. This graph shows the importance of Lido in the kid' life. This also gives the BDE a window to make the parent understand the role of good tutors in kids' academic upliftment.

PRODUCT EXPLANATION:

After this the BDE should move to the Presentation Mode once again and Click on Lido Features. Lido features tab gives you a pool of lido features that you can showcase to the parents. They are as discussed below : Live Class video (unique and engaging content) , Animated videos (Different classes and animated videos on Maths and science) , Reports (Class-wise and Chapter-wise) , Questions (4000+ questions and 300+ hours of learning) Each and every aspect of this feature has to be explained explicitly to the parent and the kid. Use of certain breaks while explaining the live video and the animated video too is advised so that the parent and the kid understand each and every aspect of the product. Major features to focus on while explaining the this are : 1:6 Teacher to Student ratio , In class quizzes , Aptitude based batching , Personalised Homework , Distinctive features of "Presentation - Whiteboard - Discussion " model , Adaptive learning , Discipline monitoring and Rewards (Redcard : Goldstars) , Practice Quizzes ,4000+ questions for self practice , Step-by-step solutions present for understanding , Reports based on AAPP for the Parents , Importance of such platform during current scenario and even beyond All these features can also be discussed from the Presentation Mode by going to the Lesson Prep tab . By navigating

to the Lesson Prep tab then the BDE can click on the Student Dashboard Tab and hence explain everything to the parent and the Kid.

CLOSING : Before pitching anything about the trial pack or disclosing any commercials to the parent, the BDE has to navigate to the Testimonials section and show the following videos : News coverage of Lido , Testimonial video by existing student Also the BDE can then navigate to the About lido section and click on Teacher Testimonials to give an overview of the teachers teaching with us hence helping the parent to build more trust Showing these videos will be impactful and significant at this point because it'll add on to the trust building factor and will help in on the spot closures even more. Now the main question: “Don't you think if the kid adopted this approach, would've been much better? This question really acts as an important tool at this time as the parent is already impressed by the way the entire conduction has been taken and key points have been emphasised on. Now ideally the BDE pitched the trial to the customer and explains everything by going to the Lesson Prep tab once again and hitting the Trial Info tab. The ideology behind 2 Maths 2 Science and 1 English class has to be explained effectively to the kid and the parent.

4.9 ORDER PUNCHING

1. Lead details

When we click on the name of a particular lead ,the details of the lead show up which shows the rmn, marks in Olympiad, place etc.

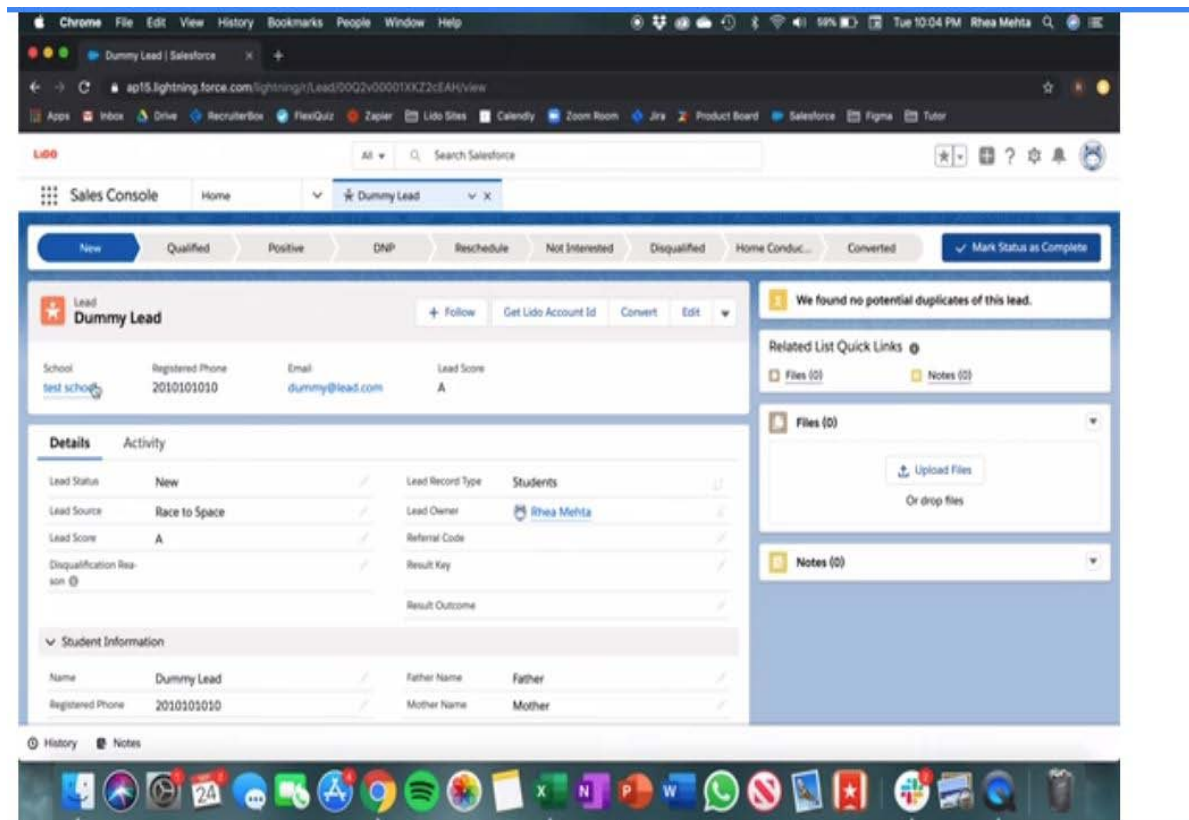


Figure 4.26Details of lead[8]

2.Home conduction

Whenever a session is fixed with parent the advisor can set the details of the conduction scheduled by clicking on the option of activities. The advisor need to enter the time and date of the session.

The screenshot displays the LIDO Sales Console interface. At the top, there is a search bar and navigation tabs for 'Sales Console', 'Leads', and user profiles. The main content area shows a form for creating a 'New Home Conduction'. The form has several sections: a 'Subject' field, a 'Due Date' field with a calendar icon, a 'Name' field containing 'Vinamra', an 'Assigned To' dropdown menu with 'Bahar Sharma' selected, a 'Date' field with '18 May, 2020' and a calendar icon, and a 'Time' field with '4:00 PM' and a clock icon. There is also a 'Reminder Set' checkbox which is checked. A 'Save' button is located at the bottom right of the form.

Figure 4.27 Home conduction scheduled[8]

3. Stage change

When the details of the session are filled the stage is automatically changed to the home conduction stage and would show a green tick as shown below.

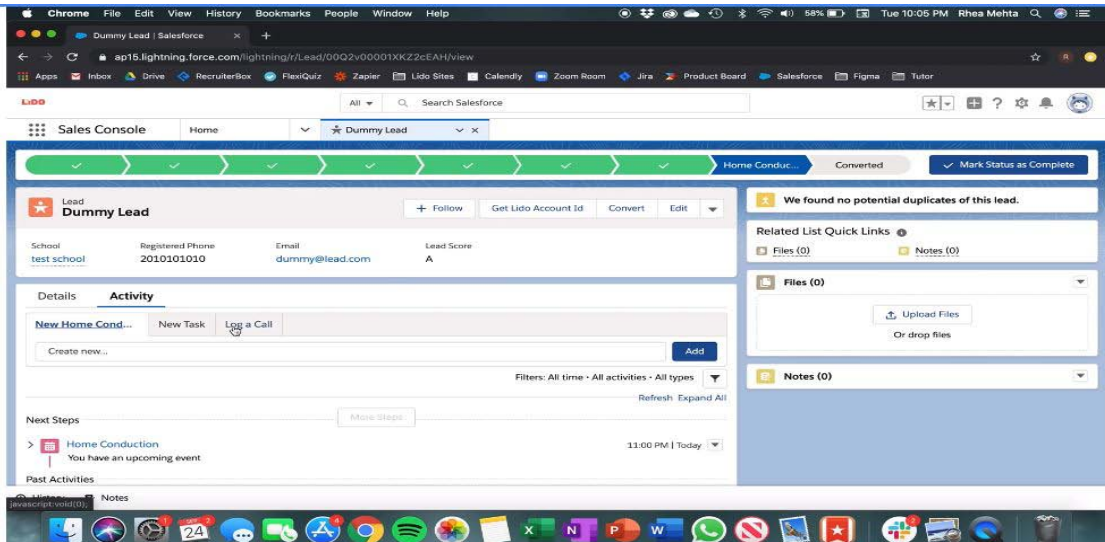


Figure 4.28 Stages changed to home conduction[8]

3 Lead converted to opportunity

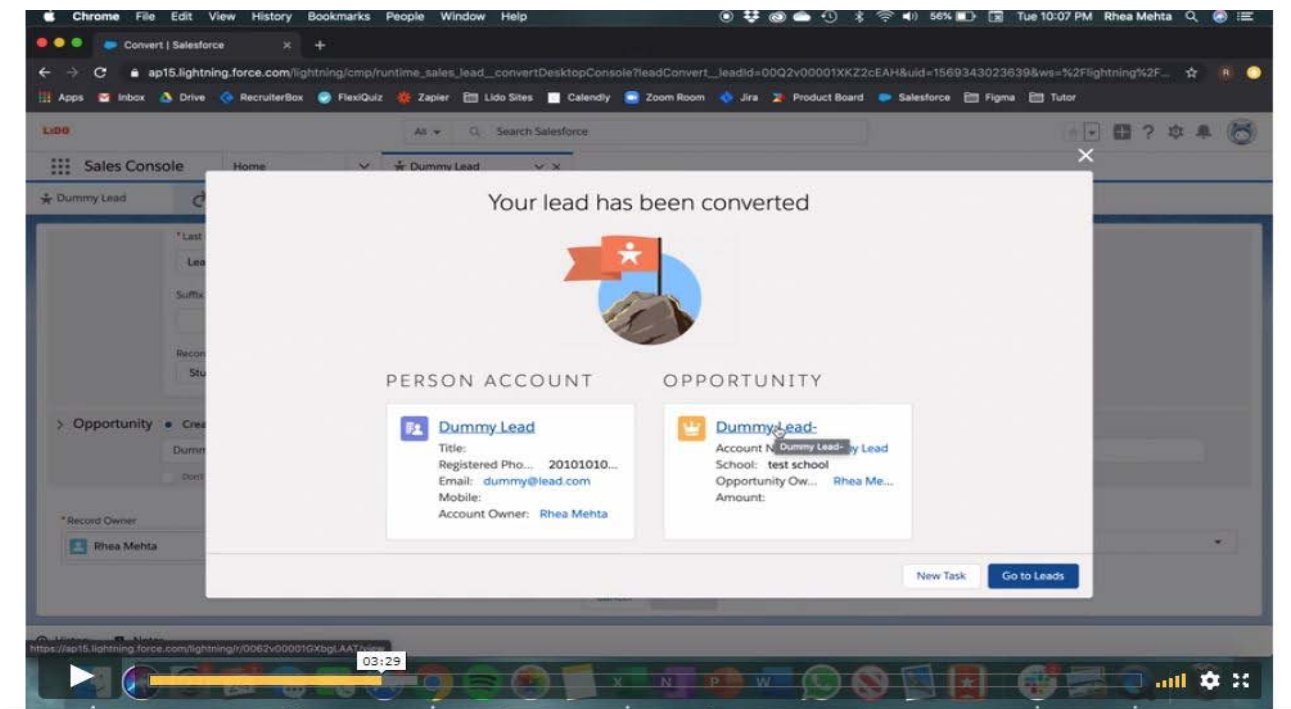


Figure 4.29 Opportunity[8]

4 Product selection

Once the lead is converted into opportunity and then the advisor needs to select the items and the service sold to the parent, by clicking on the option of product details and then selecting the course sold and the tablet and the year for which it has been sold.

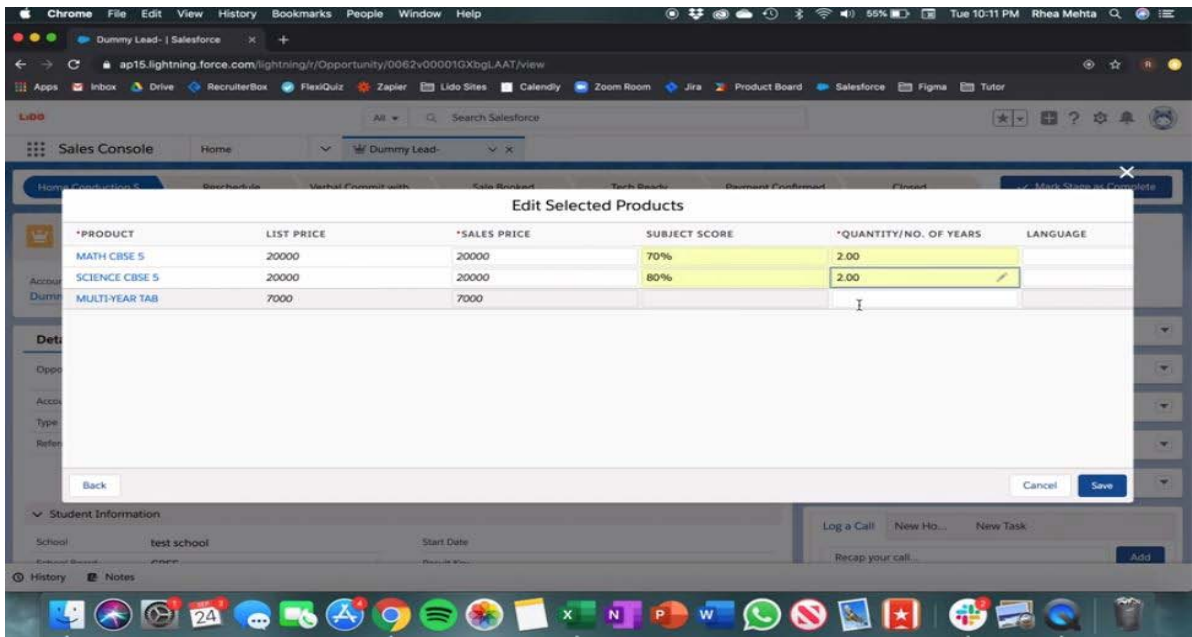


Figure 4.30 Product details[8]

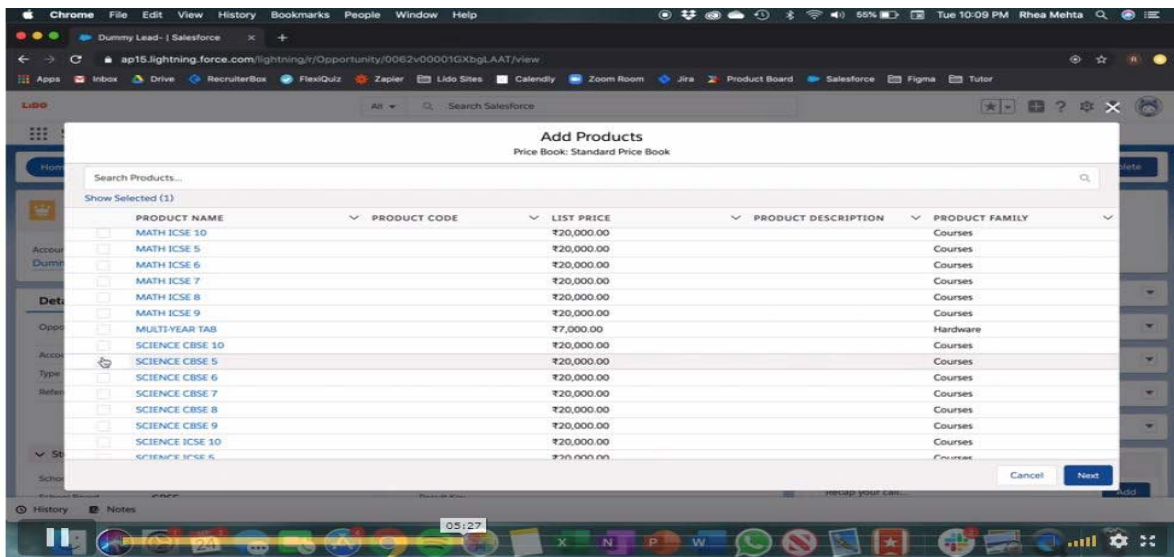


Figure 4.31 Product details[8]

5 Tab delivery

Select the option of delivery pending if tab has not been delivered yet or otherwise you need to enter the tab serial number.

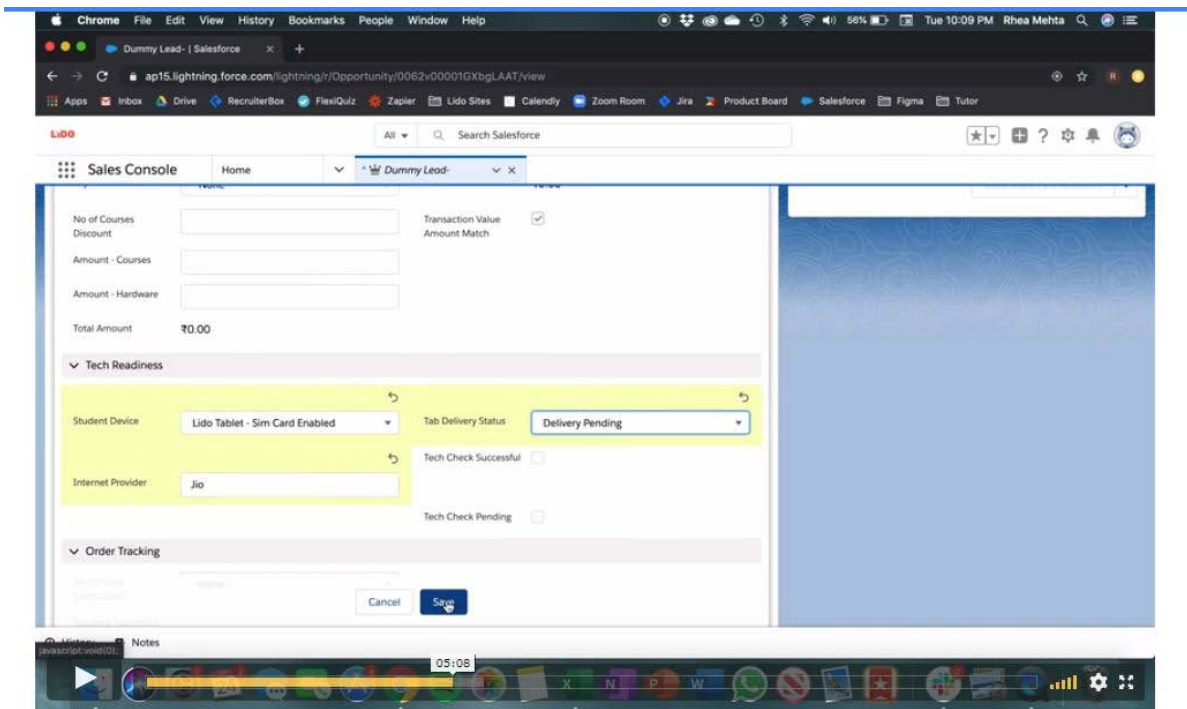


Figure 4.32 Tab delivery[8]

7. Transaction value

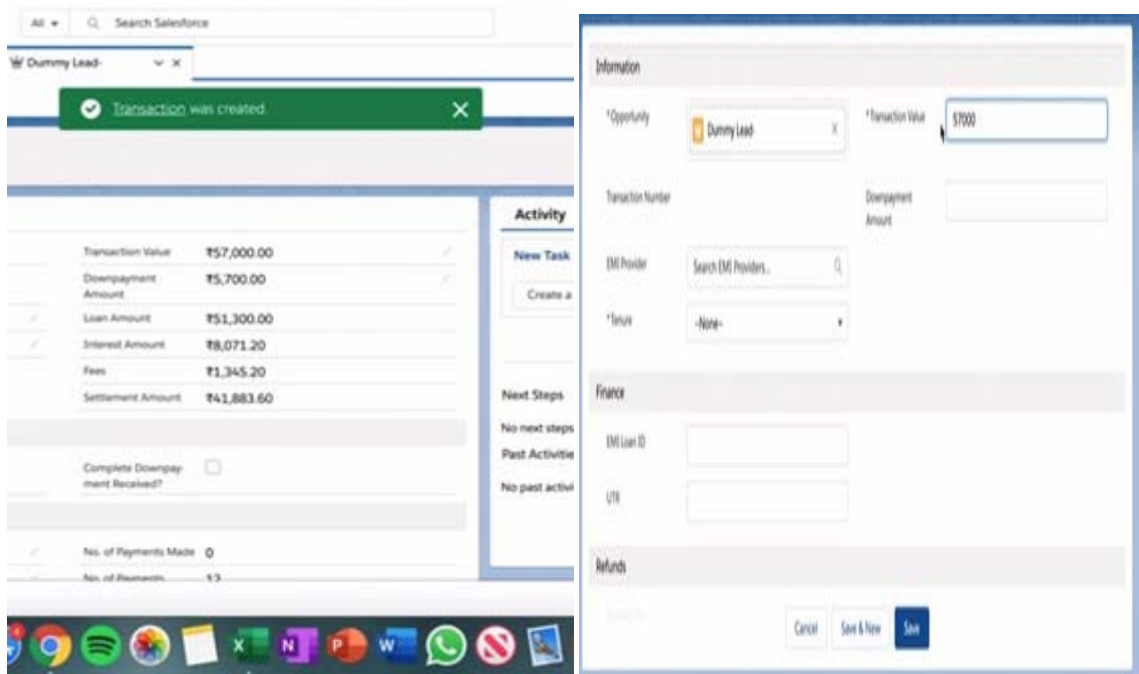


Figure 4.33 Transaction value[8]

8. Options of payment

There are various kinds of payments. The parents can do the full payment at once or go for the emi options which are further including Bajaj finserv, zest, enduance, etc are the other loan options available.

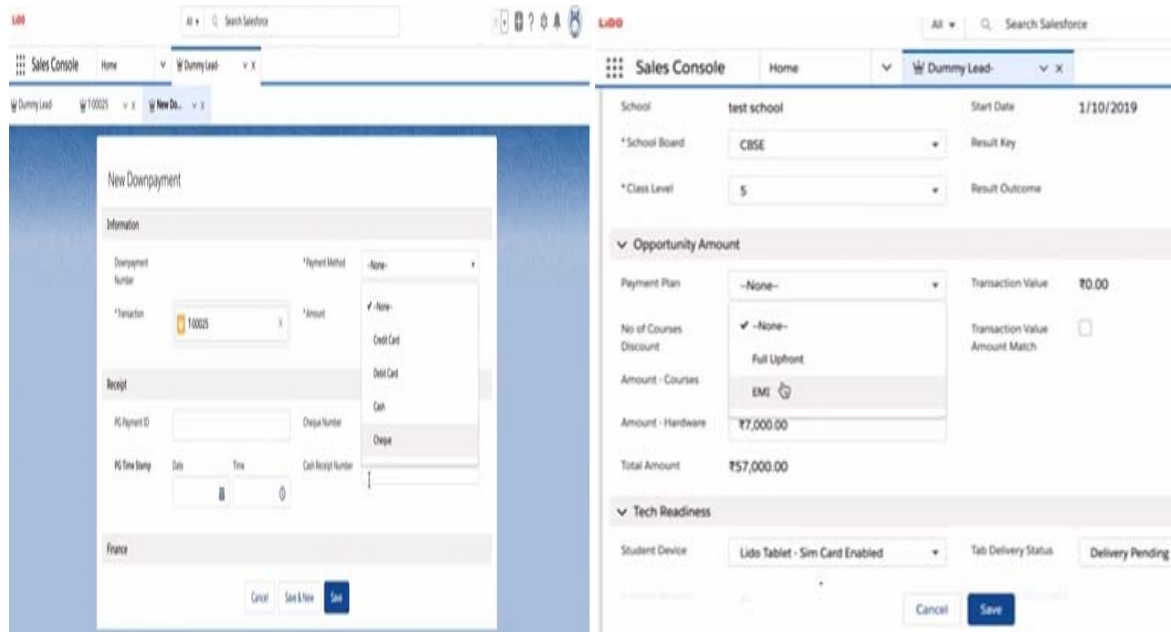


Figure 4.34 Emi options[8]

Summarising the steps of the order punching



Figure 4.35 Summaries of steps in order punching

CHAPTER -5

CONCLUSION

Being a part of such a good organisation, I got an opportunity to learn a lot about the work culture of the organisations and the work ethics. There are various ethics and rules that one has to follow when a part of an organisation and being a part of such a good organisation I learnt how to take up responsibilities and not specifically of others but our own work for the purpose of self development and growth in an organisation. Being a business development associate one has to keep in mind few things then only one can success in this field and would earn revenue for the company as well as can have growth in the organisation if one has confidence on self, you need to be patient and most importantly you need to be shameful in the field of sales and always keep your ego aside. If one does not have confidence over self then he/she cannot convince the parents as he/she is not convinced themselves. Secondly, one needs to be patient as one cannot show aggression to the parents at short level as this might spoil a good going deal. Thirdly, one should be shameful in terms of sales that is the bda should not backout at any cost and try harder and try to explain the parents the key points of the model.

For the first week of our joining, we were trained for one week so that we get to know about the process and procedure one follows for the calling, conduction and finally sale.

As I was a part of the sales force so as a part of my training i am totally aware of top to bottom sales organization and functioning. There are many competitors in the market but one needs to know the art of sales to sell their product in the market despite of the competitors in the market.

Calling as well as conduction also play a major role in this field as 60 percent of the work is done while calling and rest 40 percent is done while conductions. If a call is made properly and the parents are explained each and everything correctly and without giving any fake promises then it will definitely convert into a sale while conduction. One should give a slight hint on the phone call itself regarding the product, so that parents have an idea that for what purpose the bda is coming over at their place. Also ask both the parents to be present in the session so that at the time of conduction one does not have any reasons to give to deny for the product/service. Always explain the product slowly and clearly to the parents so that there is no confusion.

While calling one should keep in mind these points and follow these steps for a perfect call and that leading to a sale-

1. Introduction
2. Reason for call
3. Rapportbuilding (must)

4. Product
5. Session pitching
6. Purpose of the call
7. Closing
8. Call end

While conduction the points to be kept in mind are as follows-

1. Arrival
2. Interaction
3. Academics
4. Illustration
5. Solution
6. Product pitching
7. Closing

.There are various usp's of the model and the bda should keep them in mind while explaining it to the parents. The key usp's are-

1. Inside the class feature
2. Outside the class feature
3. Live teacher
4. Doubt sessions
5. Quizzes
6. Puzzles

It was really difficult for us to cope with the work when the pandemic arrived, but due to the proper guidance of our managers we were able to manage the work and started doing the tele-sales from home using the model of plutus. In tele sales model one has to sell the trial product and the full product from home by taking sessions online through plutus platform.

In the future we will be working on this work from home model itself for the security purpose and the future scope of the organisation is to make this model more successful and result in a revenue that can beat the market and expand the work PAN India.

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