

**BUSINESS DEVELOPMENT: SALES AND MARKETING VIA  
B2C MODEL**

A

PROJECT REPORT

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

*degree of*

**BACHELOR OF TECHNOLOGY**

IN

**CIVIL ENGINEERING**

*Under the supervision*

*of*

**Dr. Ashish Kumar  
(Professor)**

*by*

**Nikhil Kumar (161626)**

to



**JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY**

**WAKNAGHAT, SOLAN – 173234**

**HIMACHAL PRADESH,**

**INDIA**

**May-2020**

## STUDENT' S DECLARATION

I hereby declare that the work presented in the Project report entitled “**BUSINESS DEVELOPMENT: SALES AND MARKETING VIA B2C MODEL**” submitted for partial fulfillment of the requirements for the degree of Bachelor of Technology in Civil Engineering at **Jaypee University Of Information Technology, Wagnaghat** is an authentic record of my work carried out under the supervision of **Dr. Ashish Kumar**. This work has not been submitted elsewhere for the reward of any other degree. I am fully responsible for the contents of my project report.



Signature of Student  
Nikhil Kumar  
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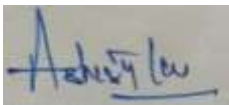
Department of Civil engineering  
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Date:27-05-2020

## CERTIFICATE

This is to certify that the work which is being presented in the project report titled **“BUSINESS DEVELOPMENT: SALES AND MARKETING VIA B2C MODEL”** in partial fulfillment of the requirements for the award of the degree of Bachelor of Technology in Civil Engineering and submitted to the Department of Civil Engineering, **Jaypee University of Information Technology, Waknaghat** is an authentic record of work carried out by **Nikhil Kumar (161626)** during a period from February 2020 to May 2020 under the supervision of **Dr. Ashish Kumar** Department of Civil Engineering, JUIT, Waknaghat.

The above statement made is correct to the best of our knowledge.

Date: May 27, 2020



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## ACKNOWLEDGEMENT

It's my privilege to express my sincerest regards to my project supervisor **Dr. Ashish Kumar [Professor (JUIT Wagnaghat)]**, for their valuable inputs, able guidance, encouragement, whole-hearted cooperation and direction throughout the duration of our project.

I deeply express our sincere thanks to whole Lido Family and also our Team Lead **Mr. Gaurav Das** for encouraging and allowing me to present the “Industrial Project carried out at Quality Tutorials Private Limited Pvt. Ltd under the brand name Lido Learning” at our office for the partial fulfillment of the requirements leading to the award of B-Tech degree.

At the end I would like to express our sincere thanks to all my Lido family and especially **Dr. Ashok Kumar Gupta** (Professor and Head) and **Dr. Ashish Kumar** (Professor) Department of Civil engineering JUIT, Wagnaghat and **Mr. Pankaj** (Our T and P Head) along with other faculty members to give me the opportunity to explore in the area where my interest deeply lies and also to those who helped me directly or indirectly during this project work.

Date: May27, 2020

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B. Tech – Civil Engineering

## **ABSTRACT**

The organization Quality Tutorials Private Limited, brand name LIDO LEARNING is an ed-tech company revolutionizing formal classroom education through an unique and immersive online classes for every child in India. I am a Business Development Trainee at Noida under the crucial project of LIDO Learning.

As a trainee, I was responsible and played a core part in devising the sales Strategy and also was responsible for carrying out one successfully closed sale and was also able to generate a revenue of 40,000 to the company. The primary roles I was trained for were Sales, SEELS & Business Development.

So in the overall report structure you will find our various analysis, methods were implemented and results which have been used to make our Project better and with the fact that everything was inclined in a way that data is to be organized so that performance of whole organization can be improved and we can work towards the success of Lido Learning.

**Keywords:** Sales, Live classes, Business Development, Lead

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## LIST OF SYMBOLS

<b>Abbreviation</b>	<b>Name</b>
i.e.	That is
r/w	Read with
GOI	Government of India
INO	Indian National Olympiad
IOM	International Olympiad for Mathematics
CBSE	Central board for secondary education
ICSE	Indian certificate secondary education

# **CHAPTER 1**

## **INTRODUCTION**

Education is always an important concern. From creating the platforms to understand the way teaching is done to enhance interaction between teacher and students, education startups are shaking the industry. The educational startups are redefining the classroom experience.

One of the sectors that have benefited greatly from technological advancement is education. While there are still many things that are done in the traditional way in the educational field, the impact of technology on this sector cannot be ignored.

There are many startups that are creating new ways of educating. In fact, colleges and universities are now facing a competition from startups that are delivering similar products in a more affordable and efficient way.

Education sector has seen tremendously innovations recently. From digital classrooms too online courses, the Internet Network has become a knowledge based accessible to anyone who wants to learn anything. Many students are already choosing online courses from universities or even from the primary level as well of their choice which can help them study whenever and wherever they want to. This is testimony for how the traditional education system is being disrupted by the digital age. Education tech is not a replacement for teachers, though. It is a way to enhance education by helping teachers teach creatively and engage with students without the load they deal with traditionally.

## 1.1 About the organization:

Founded in April 2019 by ed-tech entrepreneur Sahil Sheth, Lido Learning is revolutionizing traditional tutorial through immersive live small-group online tuitions. Lido caters students from Class 5-9; offering yearlong classes in Math and Science through an integrated online platform that combines unique interactive sessions with the tutors from across the country. Lido provides kids immersive games with story lines that test concepts and for real time results. Each trained teacher has a batch of 6 students to keep a proper check firstly on the understanding of concepts and secondly to clear the doubts that each student has in the given time at the end of session.

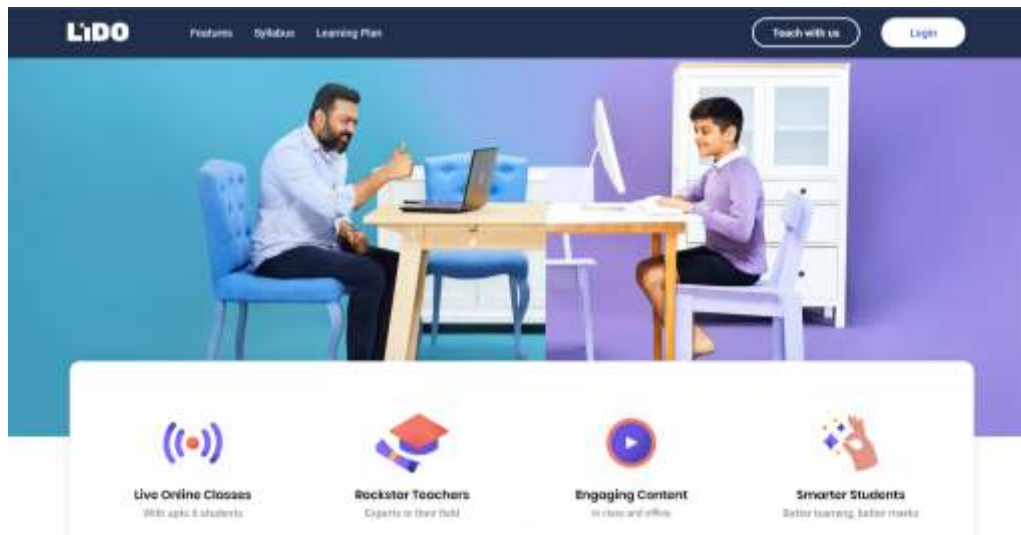


Fig. 1: Lido Experience

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

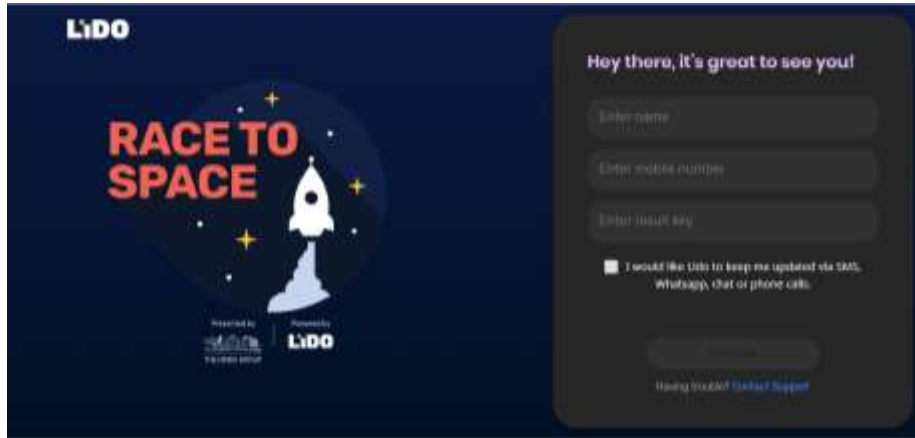


Fig. 2: Race to Space olympiad

In this way LIDO has helped thousands of students in India and abroad to study with the help of best possible technology and has yielded results from students. It continues to grow and help in development of child which is not only academic but also based on values, creativity and is thus holistic.

Every session includes a maximum student to teacher ratio of 6:1 ensuring that each student receives enough guidance, feedback and doubt clearing. Within the classroom, students are categorized according to similar achievement levels to ensure that the in-class experience can be personalized as per pace and content. With advanced analytics and tracking, Lido can create unique learning journeys for every student. Based on the class performances, students are given customized homework, remedial help, and challenges to push their limits.

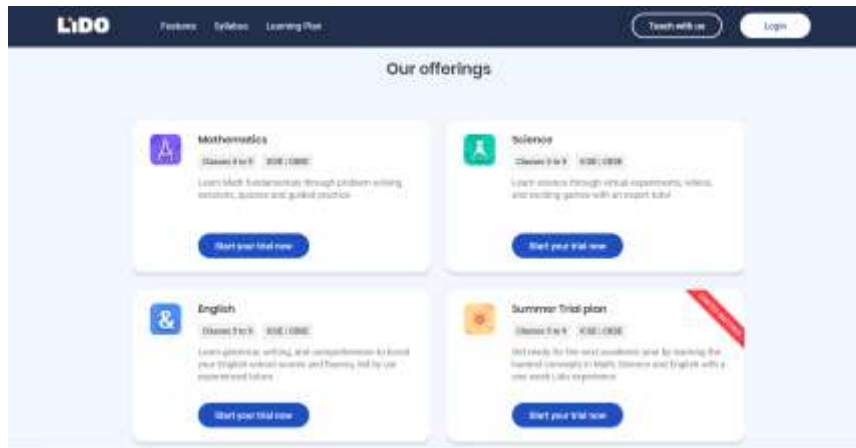


Fig. 3: Lido subject offerings

Lido has pioneered gamification through 'Learn for Rewards' that tie learning outcomes to real-world prizes. That is the reason we meet every understudy to search for meriting understudies so we can make them a piece of Lido and help them make instruction moderate with assistance of this concede.

## **1.2 USP'S of the organization:**

- Expert teachers to guide you

Lido teachers invest in students' growth to ensure that they excel both inside and outside the classroom. All from the comfort of home.

- Live, discussion-based classes

Our state-of-the-art classroom with a max student to teacher ratio of 1:6 has a whiteboard, live quizzes with real time results, and guided practice where students learn from each other through discussions.

- Unlimited personalized practice

By tracking individual student learning we are able to customize the practice questions for homework, give remedial help, and challenge students to push their limits.

- Self-learning, anytime

Every classroom has a corresponding video library, practice quest bank summary and anchor charts to download so that students can revise and practice in their own pace and time.

- Track your performance

Performance charts show students their strengths and weaknesses across the different chapters and give them suggestions of what to focus on next.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Competitors of Lido Learning:

Sr.no	Name	Features
1	Vedantu	<ul style="list-style-type: none"><li>- An Indian based online live tutoring founded in 2011</li><li>- Ensures a student gets the entire attention of a dedicated teacher and learns at his/her pace, monitored technologically for further improvement, anywhere- anytime learning, live audio-video connection between teacher &amp; student at very low internet bandwidths, live session on mobile devices</li><li>- Uses a virtual knowledge platform called WAVE (White board Audio Video environment.)</li><li>- It provides an option to the students to choose from available tutor of their choice.</li></ul>
2	Cue math	<ul style="list-style-type: none"><li>- Is a platform for learning mathematics for pupils from Kindergarten to Grade 8, operating on a micro franchising model.</li><li>- Founded in the year 2014.</li><li>- Helps to create passion for mathematics in students with the box – a set of manipulative that lets every student touch feel and construct every concept.</li><li>- The program involves delivering home-based worksheets, games, comics and puzzles etc. to enable students in learning in effective manner.</li></ul>



3	Extra marks	<ul style="list-style-type: none"> <li>- Gives a platform to solve your curriculum queries, test preparation for IIT-JEE, AIIMS/NEET, CA foundation</li> <li>- Focuses at creating student friendly digital learning Solutions.</li> </ul>
4	Topper	<ul style="list-style-type: none"> <li>- Providing guidance to students for career passed exams such as JEE, NEET etc. and providing courses for their preparation.</li> <li>- They guide students with the help of modules and provide sample papers with step-wise solutions.</li> </ul>
5	Merit nation	<ul style="list-style-type: none"> <li>- Meritnation is a pedestal providing live classes, study material, animated videos , solved sample papers etc.</li> <li>- Provides guidance for JEE, NEET, NDA.</li> </ul>
6	Unacademy	<ul style="list-style-type: none"> <li>- One of the largest and most famous educational technology platform in India.</li> <li>- Founded by Roman Sahni</li> <li>- Provides preparation for UPSC, CSE, bank papers, IIT-JEE, SSC, railway exams, defense Exams such as CDS, AFCAT, NDA etc.</li> <li>- Provides lessons in the form of video lectures from experienced tutors and educators</li> <li>- Provides mock tests, lectures, notes shared as pdfs, accessible to all devices</li> </ul>
7	Byjus	<ul style="list-style-type: none"> <li>- BYJU's – the learning app; is the brand name of Think and learn Pvt. Ltd.</li> <li>- Was founded in 2011 by Byju Ravindran.</li> <li>- Their main product is a mobile application called</li> </ul>

		<p>BYJU's which provides educational and learning content to students.</p> <p>Covers CBSE, NCERT, ICSE, CAT, IAS, JEE, NEET, state boards, government exams, sample papers, free home demo.</p>
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Table 2.1: Competitors of Lido Learning

## 2.2 Flow chart:

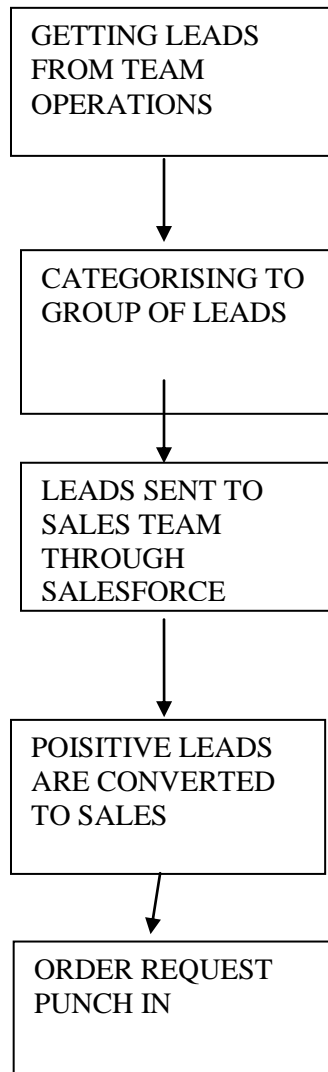


Fig. 4: Flow chart

## CHAPTER 3

### PROJECT DESIGN AND DESCRIPTION

#### 3.1 Lido platform:

LIDO Learning - The Learning App is the platform for school students with 12 million registered users. The app offers comprehensive learning programs in Math and Science for students between classes 5th-9th.

The app has classes from India's best teachers including Founder and CEO, Sahil Seth. LIDO'S 1000+ R&D team has developed the complete app in-house and uses the state of the art technology for visualization. The team is committed to making learning more engaging and effective. The app also personalizes learning based on each student's pace and style of learning. The latest version of the app offers 'Live Online Classes' by India's best teachers. Students can choose their preferred topic and book their free online classes.

Lido's live tutoring sessions with teachers' help you understand each science and math concept in-depth and clarify doubts in online classrooms. Watch curated videos, solve gamified content and more with your friends and explore a new and exciting world of learning. Come explore how studying can be just as exciting as play! Let's Learn Together!

FRONT PAGE: where the classes are scheduled respective of the timings matched with the students and the teacher. Also, child has the opportunity to change his or her teacher in case he /she is no satisfied with the way of teaching of the assigned teacher.

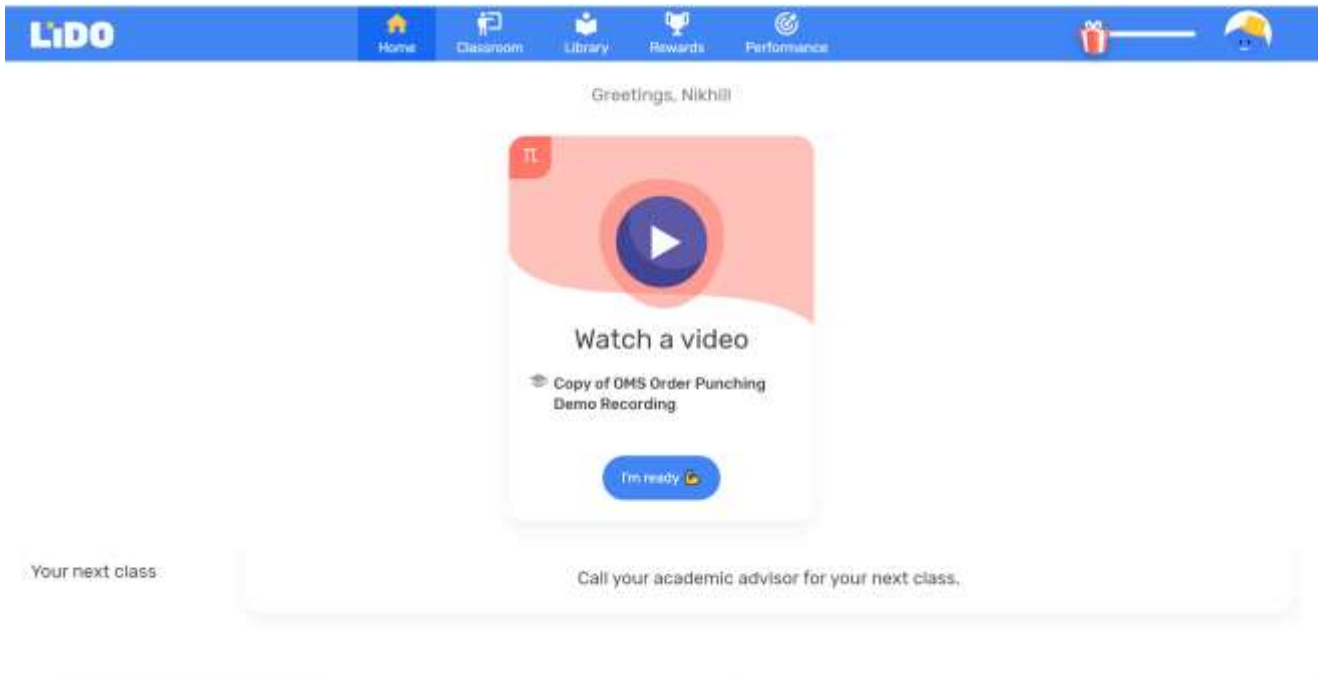


Fig. 5: Lido dashboard

### 3.2 Plutus:

This domain is specially introduced in our organization, in the times of pandemic. So that we can connect to the customers (Cx), through online platform.

The platform provides the facility of video conferencing, also through plutus it is possible to show customers, LiDO platform as well as show all the services provided by the organization.

To login the Cx has to register with mobile number provided and then it reflects back into the business development executive's Salesforce account. The session can start after 30 minutes of the registration process.

Plutus is the dynamic platform which is used by business professionals nowadays to attend the meeting sessions with the customers, especially the parents and students in our case.

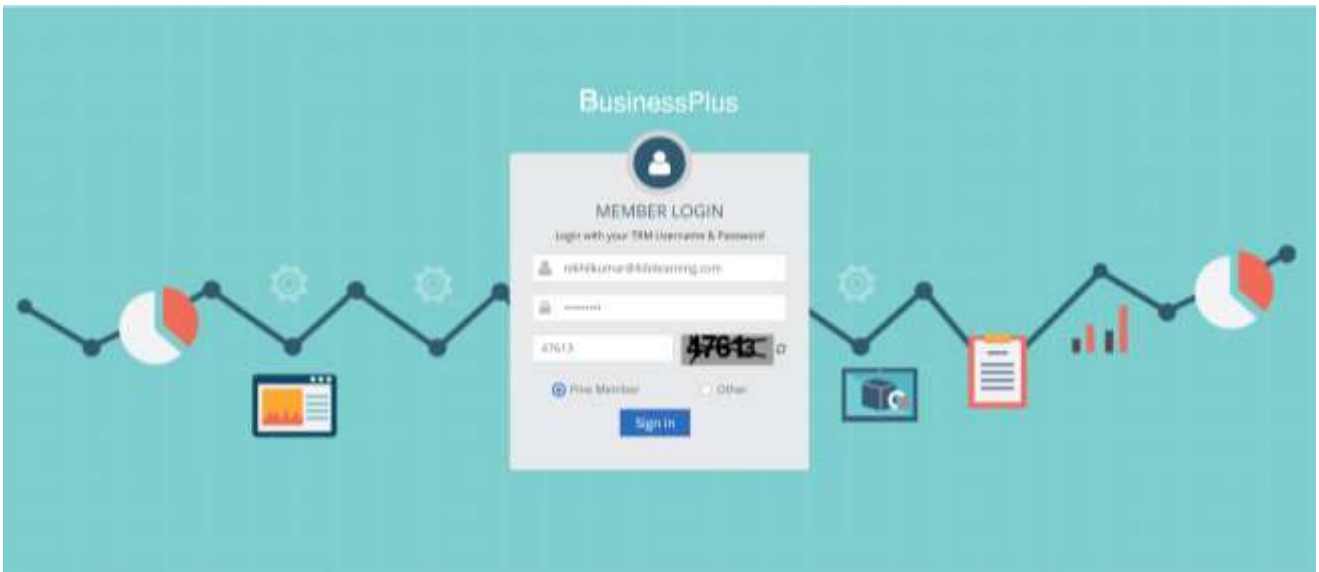


Fig. 6: Plutus dashboard

### 3.3 Salesforce:

**Salesforce** is a cloud-based software company headquartered in California. It provides customer relationship management (CRM) service and also sells a complementary suite of enterprise applications focused on customer service, marketing automation, analytics, and application development.

For every BDA (Business Development Associate) a handle is provided by the organization that is [username@lidolearning.com](mailto:username@lidolearning.com) which is also used to login into the salesforce account.

Once logging to the account all the details are reflected in the account following are the details shown in BDA's account-

- Leads assigned
- Changing lead's status into-
- Positive
- Qualified

- DNP
- Disqualified
- Home conduction Booked

Converting positive and home conduction leads to opportunities.

Once the opportunity s created, and the sale is booked –all the details of the student and the parents are filled in the Salesforce account, this process is called order PUNCH-IN.

The next step is done by the team operations-to verify all the details filled and to check the finance background and the address details.

Once the order punched is successful and all the details are verified the operation manager, the sale is said to be booked.

After the sale is done it will get reflected to the salesforce account and will be updated to the performance monthly chart if individual's account.

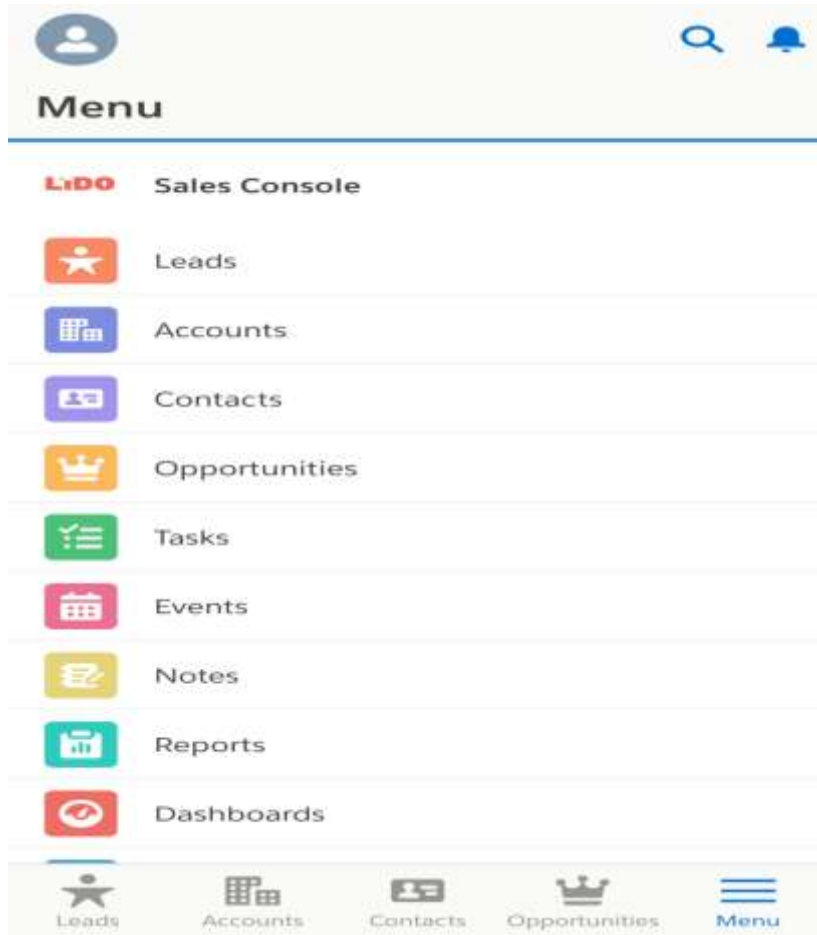


Fig. 7: Salesforce dashboard

## 3.2 Team management:

### 3.4.1 Role of team operations

The Underlying Period of the Procedure is the "Lead Generation Stage" in which its endeavor to investigate the objective market and make our arrangements as well as methodologies as per the need of objective market. The company's attempt to comprehend their concern by diving deep into the issues that client is looking in their everyday life and what changes are they searching for. We at that point make some tests on few numbers of experiments and the ones which show most extreme number of exactness are utilized on a bigger stage i.e. our primary market.

The following period of the procedure is the "Lead Capturing Stage" in this we endeavor to catch the intrigued group of onlookers who have visited our web site either by taking a look at the commercials on various long-range educational programs stage or through the referral from the current clients. In this our fundamental center is to attempt and influence them to understand the issue they are in, and what transforms we can offer them so to improve their circumstance much.

- The schools are categorized by the operations team, on the basis of background of school, place where the school is situated, students' performance from the school.
- The school is graded as- A+, A, B, B+, C.
- At this stage, the lead has been generated and sent to the sales team. The BDA'S get their leads from their managers in their salesforce account. So from now on the sales team takes the charge.
- After the sale is done, the operation team is responsible for completion of the finance and accounts procedure, which will be discussed later in the finance team.
- The role of team operations after the sale is done is-order punch in (the format procedure enter the data of the customer, where the sale is done), so that it is possible to deliver the service as soon as the sale is done.

### **3.4.2 Sales team**

- The benchmark is set by the academic advisors, the students who fall above the benchmark are called on the registered mobile number, and the meeting session is scheduled with the parents and the child.
- Analysis is done prior to the meeting, on the problem solving behavior of child and hence is discussed in the meeting.
- If found suitable, the program is introduced to the parents, and the sale is closed when the parents purchased one of the programs for their child.
- A sale is said to be a follow-up sale, when due to some reason like payment failure or network issued the sale is not able to done.



### **3.4.3 Finance team**

- When the deal is about to close, and the customer has to do the payment we provide them three different EMI plans that are:
  - Zest
  - Eduvanz
  - Bajaj

#### **3.4.3.1 Zest**

Zest Money is a digital lending company that offers card less EMI options to its users. It is one of the fastest ways of paying using an EMI without having to carry a credit card. It is an entirely online process that is highly secure and user-friendly, and you can pay for your entire purchase with the EMI of your own choice. Zest money has zero pre-closure charges, and it has one of the highest approval rates when compared to other EMI options. Zest money has incorporated bank level security to ensure the safety of your account and information.

When the Cx is opting Zest Money, the down payment taken is the first installment of the total fees and then money will automatically deducted from customer's bank account which is linked to the registered mobile number. The process is started as soon as his order is punched successfully.

#### **3.4.3.2 Eduvanz**

Eduvanz is one of the largest student loan providers in India. It is non-banking institution that provides zero percent interest eduvanz is in the partnership with various educational institutions. When the Cx is opting Eduvanz ,the down payment taken is 10% of the total fees and then money will automatically deducted from customer's bank account which is linked to the registered mobile number. The process is started as soon as his order is punched successfully.

### 3.4.3.3 Bajaj

The Bajaj Finserv EMI Network Card is a unique product that helps you to convert your purchases into easy EMIs with just a simple swipe. It acts as a pre-approved loan in your wallet and can be used to buy your favorite electronics, appliances, furniture, gym membership, clothes, flight and hotel bookings, etc.

When the Cx is opting Eduvanz ,the down payment taken is 10% of the total fees and then money will automatically deducted from customer’s bank account which is linked to the registered mobile number. The process is started as soon as his order is punched successfully.

- **PRICING SHEET**

The following excel sheet is the new pricing sheet for the academic year 2020-2021.The classes of students corresponds to the number of years the student has been enrolled, according to which the pricing is done.

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

Fig. 8: Lido pricing sheet

### **3.4.4 Marketing Team:**

The objective of showcasing is to associate our business incentive to the correct client base. It's a straight forward idea however it can take on a million distinct shades. The main role of marketing team is to make product and services available in the online platform and also the advertising part. Following are some roles of the marketing team:

- What socioeconomics make up your client base?
- Who do they listen when settling on choices with respect to your item?
- Where do they hang out on the web?
- Where do they live?
- How do they search for items in your specialty?

## CHAPTER 4

### MONTHLY REPORT

#### 4.1 Training:

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

##### JOB PROFILE:

Employee:	Nikhil Kumar, (Trainee-business development)
Department:	Sales and business development
Working as:	Academic expert
Tenure:	6 months

After this we were divided into 2 groups and I was assigned to my trainer Arya Anand, our training phase was very helpful for all of us we were given complete knowledge of how to talk to the consumer and all this started with signing in to our tabs, making us the student and our trainer the teacher in the LiDO application – student dashboard.

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

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

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

HOME: home section consisted of the daily assignments that we had to do after clicking on “I’m Ready” our assignments started and these were different as we progressed

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

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

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

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

We were also given different quizzes which in MCQ format and we had to complete these after each day’s work it tested our learning and grasping of the content given to us. As the days passes in training we were now practicing our conduction module, and recording of call logs were submitted to the trainer to which he guided us how to improve and take hold of the customer over call.

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

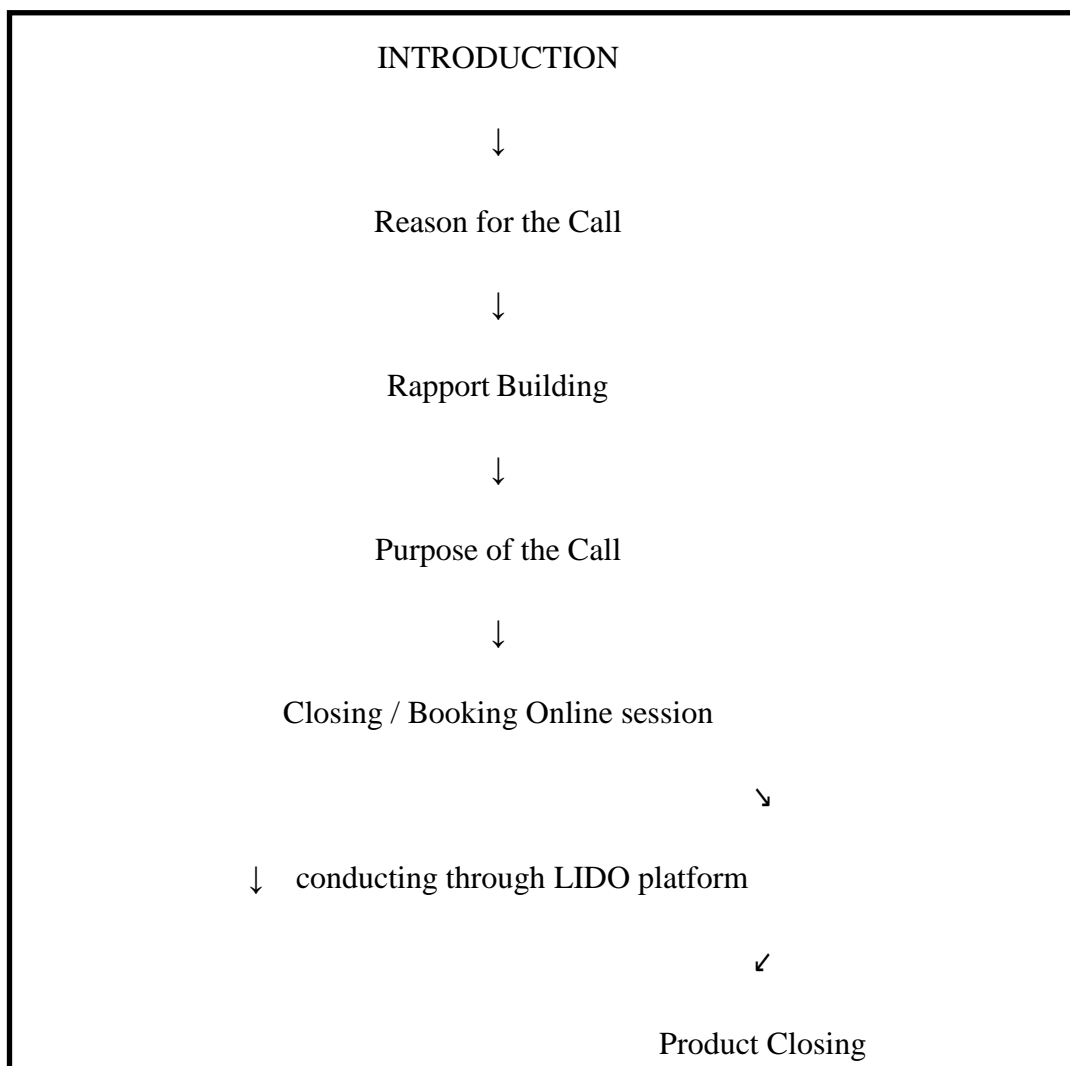


Fig. 9: Calling flow chart

## INTRODUCTION:

- The introduction would start of by referring to the surname of the parent rather than using the kid's name e.g. "Am I speaking with Mr. Gupta?" instead of, "is this the father of A, B, C?"
- Then the BDA would introduce his name and the organization he's calling from. (can mention Mumbai HO which adds gravity to the conversation)
- The parent should know that the discussion is about the child
- The parent should know that he / she is talking to the academic expert address the parent
- Introduce through the Olympiad and the marks obtained
- **Race to space**, collaboration with The Hindu
- Academic expert

## REASON FOR CALL:

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

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

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

- We have conducted the Olympiad in the last academic year across India in 8000+ schools and we have curated the result in the month of February. We didn't want to disturb the flow of learning during the exams, now we are providing them a mentor who can understand the basic study pattern of the child.

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

- In rapport building the BDA would require certain points to talk about which are categorized as TALKING POINTS
- Talking points are certain areas where the BDA can gather subsequent information regarding:
  - Child's overall growth
  - Attention provided in tuition and class
  - Concept clarification
  - Every student is good in his way and can do better if given guidance
  - Coping up with extra co-curriculum activities
  - Better understanding leading to better results
  - Saving his time by relieving his time spend in tuitions
  - Basic Concepts of the child
  - If good in studies what are the measures that may help to improve his growth
  - attention provided by the parents
  - The kid - favorite subjects, Olympiads that were written, self-study patterns
  - Understanding the dynamics of the household, e.g. profession of the parent, who takes care of the child's studies, who else helps the child
  - Benefits of writing national level Olympiads
  - Parent's mindset regarding their view on the importance of education, ideology of self-study, e-learning, etc.
- Rapport building is primarily where the caller is not speaking much but the customer is talking back with his/her own concern
- 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 BDA will also work on NEED GENERATION for personalized learning, however he/she will not discuss any product or ed-tech in the picture



## PURPOSE OF THE CALL:

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

## SESSION PITCHING:

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

### session: WHY

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

## WHERE

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

## CLOSING:

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

1. Mother's and Father's name
2. Email id
3. Alternate Number
4. Time Slot to be given of the same day
5. Address to visit the child

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

- Flattering the customer / discussing the key highlights of the conversation
- Disconnecting immediately after leads to a perception that this was a transactional sales and marketing call as opposed to a personalized academic guidance session
- Until the parent insists do not project the product
- Make the parent feel responsible for their child
- Look for the weakness and hit the points that will help in your favor

## CONDUCTION FLOW:

We were grouped in pair of two and we practiced calling with each other for our initial phases and call recording was submitted to our trainer for improvement, for practice we acted both as

Parent as well as BDA, after the review of recording we had to work on the points that we lagged in. Calling is focused to make sure booking is done as now conduction comes into play, and conduction must be proper for the lead is to be converted further and it may flip, conduction is referred to the meeting where we have a conversation with the parents regarding the kid, his academic performance and his future goals. Following are the conduction requirement for a BDA

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

#### INTRODUCTION (5-10MIN):

- The first 5-10 minutes of the session are intended to be a fact-finding mission about the financial situation of the family
- The BDA should ask a few questions regarding the house / locality that the family lives in. They should also enquire about how long the family has been living at that house
- General questions that can be posed in the introduction are:
  - What is your profession, and how is the work going?
  - Who takes care of the child's studies? (To understand who looks after the academics of the child)

#### INTERACTION (5-10 MIN):

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

#### ACADEMICS (5-10 MIN):

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

- One of the primary purposes of this portion of the conduction is for the BDA to lead the discussion to the subject that the BDA is comfortable with for the need creation for a better way to learn and also the urgency regarding the pandemic can be addressed in order to create the requirement for smooth learning with no pit stops.

#### APPROACH (5-10MIN):

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

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

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

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

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

## 4.2 Inputs to the organization:

Now was the third phase of our training and the last one for our training whatever was being taught to us was now to be implemented on field, we were given our Identity Cards, Visiting Cards. Our working hours were now changed to 10:00A.M - 8:00P.M. And now we were handed over different managers. The manager allotted to me was Mr. Harjeet Singh who further improvised my calling and guided me for my conduction and everything I needed to know to perform better in the organization.

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

<b>S.No</b>	<b>DAYS</b>	<b>WORK</b>
1.	TUESDAY WEDNESDAY THURSDAY	BOOKING LEADS VIA CALLS
2.	FRIDAY	BOOKING/CONDUCTION IN PERSON
3.	SATURDAY SUNDAY	CONDUCTION IN THE PERSON

Table 4.1: Weekly schedule

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

Table 4.2: Daily target

The actual scenario for field was very different but we gradually learned interaction with people was vast in itself as I was placed in Delhi and people from different states were settled here and different group of people have different mentality, cultures and belief that we had to keep in mind. Things that were gained by shadow experience, talking points, illustrations, were utilized in this week we addressed ourselves as senior academic expert for children 5-8<sup>th</sup> in which we guided them for their future and made them realize the problems that needed to be rectified in them and how LiDO could help them improving knowledge and reducing the cramming if they follow it. Moreover encourage children for their future and how they can achieve it. My scheduler for Friday, Saturday and Sunday was as follows

The image shows a handwritten schedule for three days: Friday, Saturday, and Sunday. The schedule is organized into columns for different time slots and rows for lead names. It includes fields for Name, Phone No, Alt Phone No, Time, Class, School, Area, and Occupation.

Day	Time Slot	Lead Name	Name	Phone No	Alt Phone No	Time	Class	School	Area	Occupation
Friday	10:00 - 12:00	Lead 1								
	12:30 - 2:30	Lead 2								
	3:30 - 6:30	Lead 3								
	7:00 - 10:00	Lead 4								
Saturday	8:00 AM	Lead 1	CHERRY HANI	9711317102	9766000004	10:30 AM	6	Foundation		
	11:00 AM	Lead 2	ANAND KUMAR	9811317102	9766000004	12:30 PM	5	Subodha	South Delhi	
	4:00 PM	Lead 3	ANIL KUMAR	9811317102	9766000004	5:30 PM	5	Subodha	South Delhi	
	7:00 PM	Lead 4	HARSH	9811317102	9766000004	8:30 PM	6	Subodha	South Delhi	
Sunday	8:00 AM	Lead 1	ANIL KUMAR	9811317102	9766000004	10:30 AM	6	Subodha	South Delhi	
	11:00 AM	Lead 2	ANAND KUMAR	9811317102	9766000004	12:30 PM	5	Subodha	South Delhi	
	4:00 PM	Lead 3	ANIL KUMAR	9811317102	9766000004	5:30 PM	5	Subodha	South Delhi	
	7:00 PM	Lead 4	HARSH	9811317102	9766000004	8:30 PM	6	Subodha	South Delhi	

Fig. 10: Schedule



Our work timings at Friday, Saturday and Sunday was from 8.30:00 A.M to 9:00-11:00 P.M.

We also recorded our sessions which were further submitted to our HR for our performance BDA is provided with a cab ride whenever he/she is out for conduction.

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

The training part of the job we needed to bring up at least one sale and then we would be promoted to the main course job profile.

Third week started under another manager Mr. Vikas Singh Rana and accounts here was managed by Ms. Sara Khan. Here our schedule was a little different the manager had a team 12 BDA's and the Team ranking when I joined was 5<sup>th</sup> for the week, various meetings use to be held for calling, booking and conduction here we had booking target of 8 for each day so that all the slots for week days get filled. And we needed to have buffer for every session booked so that if due to any reason the session gets cancelled we can move on to another one without wasting time or delay.

<b>S.No</b>	<b>DAYS</b>	<b>WORK</b>
1.	TUESDAY WEDNESDAY	BOOKING LEADS VIA CALL
2.	THURSDAY FRIDAY	BOOKING (till 2:00P.M) / CONDUCTION (3:00P.M - 9:00P.M)
3.	SATURDAY SUNDAY	CONDUCTION IN PERSON (field work)

Table 4.3: Weekly schedule

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

Table 4.4: Daily target

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

- For week 3 zero sales were done by place where I visited for conduction included Noida, Mayur Vihar Gautam Budh Nagar, Ghaziabad, Faridabad, Noida city center, Dadri, Greater Noida etc.
- Week 4 I booked a session for Karol Bagh, New Delhi lead name RUPAM KAMMAKAR son of Mr. PRITHVI and Mrs. SHARMISTHA. Here I took the session and closed it for RS.40000/- providing him with the online classes for mathematics which was scheduled for Monday, Wednesday and Friday. The sale was punched under me.



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Fig. 11: Rupam kammakar with parents

Sunday, 15<sup>th</sup> March, 2020. I went on a session the Lead name was RUPAM KAMMAKAR son of Mr. PRITHVI and Mrs. SHARMISTHA student of class 6. 1<sup>st</sup> session was closed, my accounts team was handled by my manager and as I went further for my next session for the day no new session were converted as the sessions got cancelled and other were not interested.

Financer used was ZEST and sale was done for 1 subject MATHS, amounting to Rs.40000 /- with DP of Rs.4000/- and monthly EMI of Rs.3000/- was initiated.

- Next month the leads provided in this week were difficult to book sessions as COVID-19 was spreading its legs in India and people did not entertain meeting with anyone Friday and Saturday there was zero revenue by me, Sunday Lead RAHUL KUMAR was closed by me for Rs35000/- single subject- MATHS. Payment mode for DP was cash and the program was financed by zest having DP of Rs3500/- and monthly EMI of Rs2625/- was closed.

SUNDAY	8:00 AM		12:00 PM		4:00 PM		7:00 PM	
	LEAD 1	LEAD 2	LEAD 1	LEAD 2	LEAD 1	LEAD 2	LEAD 1	LEAD 2
NAME	Dr. Rajat Singh	Raj Kumar	Shreyu		Rishabh Singh		T. Anand	
PHONE NO.	9811361365	9871571723	9826745543		9850443041		8150708040	
ALT. PHONE NO.	9811361365	9871571723	//		9811361365		9850443041	
TIME	8:00 AM	8:00 AM	11:00 AM		3:00 PM		6:30 PM	
CLASS	8	7	6		7		7	
SCHOOL								
AREA	New Delhi	Delhi	Delhi		North		Gurgaon	
OCCUPATION								

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Fig. 12: Scheduler



Fig.13: Rahul kumar with his Mother

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

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

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

\*Non-refundable  
 \*Payment Mode : payu , bajaj or razorpay only

Fig.14: New pricing sheet

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

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

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

New pricing sheet was introduced for the work from home model.

NEW PRICING SHEET 2020 - (CDW019)				
Daily 1 Subject				
Class	Validity		Without Tab	
	Batch 01	No. of Months	Min	Max
8th	April 2021	12	30,000	30,000
8th-8th	April 2022	24	40,000	50,000
8th-8th-7th	April 2023	36	60,000	70,000
8th-8th-7th-8th	April 2024	48	80,000	90,000
8th-8th-7th-8th-9th	April 2025	60	100,000	110,000
8th-8th-7th-8th-9th-10th	April 2026	72	120,000	130,000
Subtopic				
Class	Validity		Without Tab	
	Batch 01	No. of Months	Min	Max
8th	April 2021	12	30,000	40,000
8th-8th	April 2022	24	50,000	60,000
8th-8th-7th	April 2023	36	70,000	80,000
8th-8th-7th-8th	April 2024	48	90,000	100,000
8th-8th-7th-8th-9th	April 2025	60	110,000	120,000
8th-8th-7th-8th-9th-10th	April 2026	72	130,000	140,000
Subtopic				
Class	Validity		Without Tab	
	Batch 01	No. of Months	Min	Max
8th	April 2021	12	30,000	50,000
8th-8th	April 2022	24	50,000	60,000
8th-8th-7th	April 2023	36	110,000	120,000
8th-8th-7th-8th	April 2024	48	140,000	150,000
8th-8th-7th-8th-9th	April 2025	60	170,000	180,000
8th-8th-7th-8th-9th-10th	April 2026	72	200,000	210,000

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

Fig.15: Pricing Sheet

## **CHAPTER 5**

### **CONCLUSION**

As a Business Development and Management trainee my main aim was to generate the sales for the system and start the marketing campaign. This Internship has been a once in a lifetime learning experience for me. I thoroughly enjoyed my time at LIDO and picked so many new things and skills along the way. The job profile was certainly something I was looking forward to and after this internship I can say that I got everything I had in mind. The supervisors and the training team were extremely patient and helpful. I did not only get to learn from my own experiences with clients but also from the ever so valuable advices of my supervisors, they were always cheerful and supportive even at times when I was not at my best. Their words of wisdom shall remain with me for rest of my life guiding me through tough times ahead. This internship program did not only taught me marketing skills and how the sales and pitching of the product go hand in hand but also showed me how digital education is soon going to be the conventional method of education. It helped highlight how simple basics of every subject is the base of the entire education process and how students usually tend to overlook facts that lie right in front of their eyes. All because the ongoing methods of education have not advanced with the modern era of blazing fast flow of information and a generation with a very short attention span.

Well, with the growth of company I must say I played a good role in which I aligned with the vision of Lido Learning. Howsoever, they were very much incorporated with the fact that Marketing can change the dynamics of any business at any time. The education system needs to grow with the advancement in technology and LIDO paves a way for such learning. I feel privileged to be a part of such a revolutionary process and would love to be a part of this beautiful venture, its ever expanding future growth and would look forward to continue working here.

Now, there were 30 different stages which gives an individual a chance to grow every day and look us for her performance and also to analyze the performance of certain set of customers so as to reach the optimization as soon as possible. Starting with the very initial stage is the stage of-

1. Zero Response – Leads Contacted aren't able to revert back on the particular day from Day 0 to Day 2. After the Day 2 they are called dead. So according to analysis only 2-3% of the leads very on Zero Response.

2. Pre-Counseling – Very initial stage of counseling where the student gets himself/herself introduced and Counselors generally tell them about the process of LiDO learning. And it has been seen that very few students at pre-counseling left the counseling so on an average of 1-2% leads remain on the stage of pre-counseling.

3. Documents – Now at this stage, academic experts ask students about their documents. Now this stage on an average act as lead filtration since many students were not found eligible according to the financial conditions and most of them aren't able to show their documents because of any other reasons. So, results have shown that almost 20% of the leads get filtered after this stage.

4. Course Finalized – At this stage students get a sense of belief that they would be having a sense of achievement but sometimes very few students get along with the flow that they want the course which won't provide them the actual value and return of investment they would be making in terms of education. So, on an average of 1% students get filtered here.

The primary roles were that I was trained for were Marketing, Business Development, Sales, a core part of SEELS team. So first of all, through SEELS, the major task was to do a market research and found out some small companies which have very unique ideas and they literally knew a strategic work-force which is managed and have their targets achieved before the date. Then, Sales Management trainee I was supposed to bring conversions from a lead generated as the benchmark was set. But initially it took some time to kick-off but eventually I was on the track. LiDO has been my first exposure to the corporate world and working here has made me gain some experience about what is the corporate scenario all about. At last, I would add that I will continue to work with the organization to gain more experience in the respective field.



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