

Script for Student Counselling

A Summary:

- 1 Introduction
- 2 Reason for the call
- 3 Understand more about Prospect
- 4 Make a problem statement
- 5 Provide a solution with Courses
- 6 Give a strong company background
- 7 Explain product & Faculty Details
- 8 Provide Course fee details
- 9 Allow Lead to Ask Questions
- 10 Guide to take Demo Class

B. Detailed Pitch:

1 Introduction:

Hi, this is [Your Name] calling from XXXX.
Am I talking to [Lead's Name]?

2 Reason:

[Mention the reason for the call]

- I have received your enquiry on our website asking more details about our courses.
- You have responded to our Ad in Facebook to get more details on our courses
- You have attended our webinar on [Day and Time] and I would like to get your feedback

3 Understand:

Thank you for the confirmation. I will provide complete details about the courses.
Before that I would like to understand few things?

[Start asking any questions from below]

Are you currently working or a student?

How many years of experience do you have?

What are your skills? Like GST return filing, Excel, Tally, MIS?

Which mode of training is convenient for you? Is it Online/Offline?

4 Problem:

[Identify the problem relevant to the Prospect and ask any of the following question]

I think you haven't got an opportunity to learn GST Return Filing Practically?

You have not worked in Core Accounting & Taxation segment I believe?

5 Solution/Identify Suitable Courses:

Not to worry, we are partnered with Fincurious which has developed a solution that could make a significant difference in overcoming these challenges. You can start learning all Accounting & Taxation topics in a 100% practical manner and get a very good opportunity. We have following courses for you.

- a. XXXX
- b. XXXX

6 Background:

[Your institution] plus We are a ATC of Fincurious which has 100+ Centre across India. Fincurious is a technology based learning platform. Founded by a group of Chartered Accountants and IT people. We've developed a technology driven learning tool called FinC Lab to learn GST, TDS, Payroll, Tally, Excel, etc. in a most practical way.

7 Product & Faculty Details:

Hope you know in which website GST Return Filing is being done?

[Wait for the answer from Prospect]

- Our team has built exact replica of the GST website i.e. www.gst.gov.in and which allows you to practice return filing in our server, this concept is called "Simulation".
- Before doing so first you can practice part by part in Lab through Experiment.
- For conceptual clarity you can watch Short Videos by Experts.
- To evaluate your knowledge you can attend MCQ and Earn FinC Coins.
- Our trainers are industry experts with XX years of experience and they are certified by Fincurious.
- You will get industry relevant course Completion Certificate & Placement Support.

Do you have any question on Course?

[If not continue]

8 Courses Fee:

For XXXXXX, course fee is Rs.X,XXX/- However, as we are running a special offer you will get flat XX% discount.

9 Q&A:

Any further questions?

[Refer FAQ for more details]

10 Attend our Demo Class:

I will share you our institution address. Please visit on XXXXX at xxx time.

Thank you...

