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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DECLARATION

We hereby declare that the work reported in the B.Tech Project Report entitled **"SALES AND MARKETING"** submitted at **Jaypee University of Information Technology, Waknaghat, India** is an authentic record of our work carried out under the supervision of HARJEET SINGH **.** We have not submitted this work elsewhere for any other degree or diploma.

This is to certify that the above statement made by the candidates is correct to the best of my knowledge.
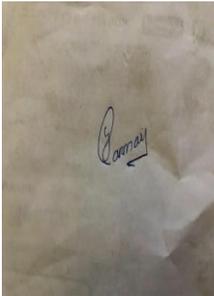
TANMAY CHAUDHARY(161094)
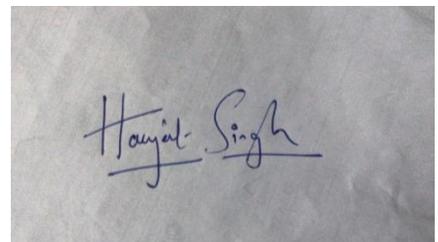
HARJEET SINGH

(BUSINESS DEVELOPMENT   MANAGER)

ACKNOWLEDGEMENT

I am thankful to the specialists of lido learning (quality instructional exercises), Noida for having me to proceed with the association and work on the model of deals and showcasing in fractional satisfaction of Bachelor of Technology (Electronics and Communication Engineering)degree schedule of Jaypee University of Information Technology.

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Date: 23rd may, 2020

 Thank You,

TANMAY CHAUDHARY(161094)

LIST OF ACRONYMS AND ABBREVIATIONS

1. BUSINESS DEVELOPEMENT ASSOCIATE	BDA
2. CUSTOMER	CX
3. SALES FORCE	SF
4. BUSINESS DEVELOPMENT MANAGER	BDM
5. KLYNVELD PEAT MARWICK GOERDELER	KPMG
6. ONE SHOT	COMPLETE PAYMENT
7. EDUCATION TECHNNOLOGY	ED.TECH
8. BUSINESS DEVELOPMENT EXECUTIVE	BDE

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ABSTRACT

Online education is the consolidated utilization of PC equipment, programming, and instructive hypothesis and practice to encourage learning. Online education makes, utilizes, and oversees mechanical procedures and instructive assets to help improve client scholarly execution. The field has been portrayed as a continuing activity that tries to bring students, instructor, and specialized methods together in a compelling way.

Notwithstanding experiential information drawn from instructive practice, instructive innovation depends on hypothetical information that rises up out of different teaches, for example, correspondence, training, brain research, human science, man-made reasoning, and software engineering, among others. It envelops a few spaces including learning hypothesis, PC based preparing, web based learning, and m-realizing, where versatile advances are utilized.

Internet mentoring is incipient and Lido has a reasonable open door for showcase administration with the solid item and innovation it has created. They are onto something extremely huge here later on. In the mean time, as indicated by a Google report, the online training market in India is relied upon to develop significantly in the following two years. Realizing that the potential for future development is colossal, Lido Learning expects to give a customized learning experience to each understudy. Established by Sahil Seth in April 2019, Lido Learning gives best in class online homeroom with virtual investigations, intuitive meetings, connecting with content, parent observing, guided boundless practice, vivid games and tests with ongoing outcomes. Lido Learning is a Mumbai-based training innovation. Hence, the thought for Lido Learning was conceived – to upset the live class coaching market by empowering understudies to associate with mentors from the solace.

As a piece of business advancement system different exercises like board community action, advertising, would be directed. Communicating with the guardians and youngsters so as to get a thought of what they expect and furthermore interfacing based on marks made sure about by an understudy in the Olympiad by the technique for either directing guardians or understudies over a telephone calling, leading meetings at individual level at their place. Nations around the globe

are progressively perceiving the need to improve understudy learning results just as the intensity of innovation to help that objective. There are very barely any rivals in the instruction innovation showcase for example organizations which furnish joining and furnish instruction with innovation. Lido's little gathering position guarantees each understudy has an instructor mentor as a component of a prompt emotionally supportive network. At the present time, the beginning up offers math and science instructional exercises to understudies of Class 5 to Class 9. Guardians pay a membership charge for their children to go to little gathering classes, which have one educator for up to six understudies. Accordingly, the thought for Lido Learning was conceived – to upset the live class mentoring market by empowering understudies to associate with guides from the solace.

CHAPTER 1

INTRODUCTION

1.1 LIDO
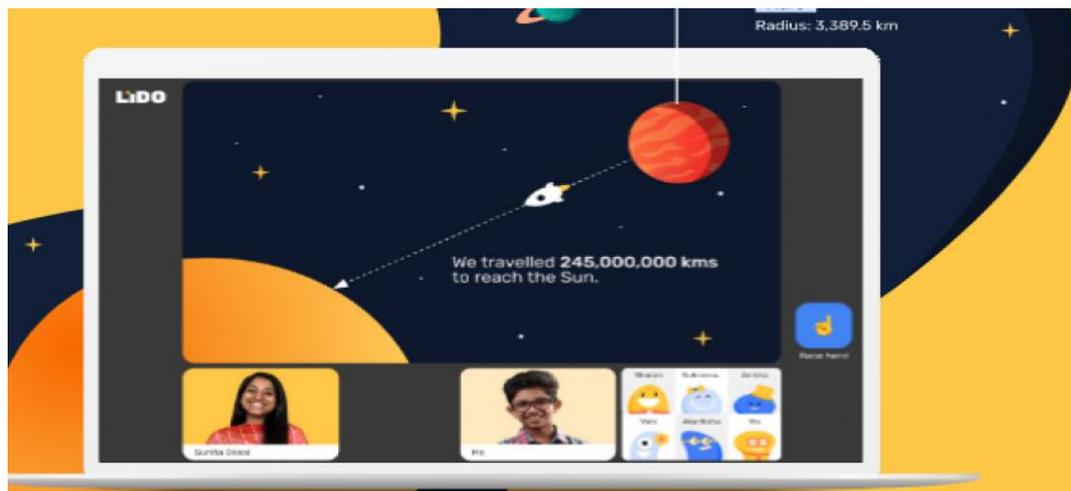
Figure 1.1 LIDO

Founded in April 2019 by Sahil Seth, Lido Learning is revolutionizing traditional tutorials by offering live tutoring and personalized online coaching sessions. Currently, the start-up caters to students from classes 5 to 9, offering year-long coaching/tuition classes in Maths and Science from both ICSE and CBSE boards through an integrated online platform that combines engaging content related to the syllabus of that particular class with expert tutors from across the country.

Lido Learning is an Mumbai-based education technology (ed. Tech.) start-up , an online platform for tuitions .It has raised dollar 3 million amount in a Series A funding round led by Ronnie Screwvala , secondly Ananth Narayanan (CEO of Med life), Vikrampati Singhania (JK Tyres), Anupam Mittal (Shaadi.com) Arihant Patni (Patni Wealth Advisors), many others including these.

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's online tutoring session has a maximum student to teacher ratio of 6:1 (i.e. 6 students in one class) to ensure that each student receives enough coaching,

feedback and doubt clearing. The start-up claims that within a few weeks of learning on Lido, students are performing 20 percent better on classroom tests and are feeling more prepared and confident to participate in class as well as in school because of better understanding of concepts and theory.

Various office location across India are:

Table 1.1 offices location in India

1. MUMBAI	HEAD QUARTERS
2. NOIDA	REGIONAL OFFICE
3. INDORE	REGIONAL OFFICE
4. LUCKNOW	REGIONAL OFFICE
5. BANGLORE	REGIONAL OFFICE
6. CHANDIGARH	REGIONAL OFFICE

Talking about the organization and giving a slight insight on its future game-plan, Lido Learning plans-

In its cutting edge stage, connecting with content and profoundly gifted instructors and tutors, Lido is relied upon to disturb the current K-12 training innovation, presently being 5-9 industry through a gigantic improvement in quality while being reasonable to the normal understudy.

The beginning up includes effectively inside a quarter of a year of activities, has increased unfathomable footing and is extending quickly the nation over. The financial specialists of the organization see focuses are expressed as follows-

"Edtech is by and by under contributed henceforth concealed yet is an enormous open door in India. Internet coaching is extremely beginning and Lido has an unmistakable open door for showcase initiative with the solid item and innovation it has created. They are onto something exceptionally huge here later on."

In the mean time, as per a Google-KPMG report, the online training market in India is relied upon to develop drastically in the following two years to around 10 million clients. Curiously, this is still only a small amount of the Indian market that has more than 250 million understudies presently selected schools. Realizing that the potential for future development is huge, Lido Learning intends to give a customized learning experience to each understudy – 260 million homerooms for 260 million understudies.

Sahil Seth, the Founder of Lido Learning has been in the ed tech industry throughout the previous 8 years. His first organization Infinite Student concentrated on upsetting the self-managed reading material market by helping understudies get to video exercises mapped to their educational plan by means of a versatile application

The beginning up was obtained by Byju's in 2015, where he worked for more than 2 years as Vice President. At Byju's, he understood that however most children loved viewing these self-managed recordings, they rather delighted in going to educational cost with their companions and in the event that the substance would be drawing in, at that point it will create enthusiasm for youngsters more when contrasted with the recorded recordings.

He expressed that, "There was something exceptional about being with different children, than the control and inspiration that originated from the instructor. However, I was certain that there was an approach to move this on the web and into the 21st-century."

He went through a month in China, seeing how the whole coaching market had moved online in the nation. He perceived the amount progressively advantageous and more secure it was, particularly for more youthful children, and how guardians could genuinely comprehend their kid learning capacity through cutting edge investigation. He comprehended that learning could be improved by following understudies' presentation and utilizing intelligent mediums, connecting with substance.

Along these lines, the thought for Lido Learning was conceived – to upset the live class mentoring market by empowering understudies to associate with guides from the solace.

Sahil Seth was relying on the way that web entrance had expanded much in the course of the most recent couple of years, however most early clients didn't have a web that was sufficiently able to direct online classes. There were a great deal of association gives that intruded on classes at first. Along these lines, Lido moved to a model where it gave the equipment (tablet) and the web association (sim) to guarantee consistent help.

In the wake of building the stage in a record 23 days, Sahil set out to do preliminaries with understudies in Delhi and Mumbai, who, as per him, totally adored it and was fruitful.

He says, "It was a lot more captivating and intriguing than their standard educational costs. In any case, at that point, we tried it out with understudies in Lucknow and the reaction was far and away superior. They were so excited to get a similar item and a similar nature of educators that understudies in the greater urban areas were getting."

1.1 WORK STREATEGY:

1   BUSINESS STRATEGIES

As business strategy various activities like board centre activity, public relations, would be conducted all over Delhi/ncr and gurugram in search to reach the target cx. Collecting of information from all possible resources to get to know organisation products, competitor offerings would be done.

2   COLLECTION OF DATA

The information was gathered from the school itself based on RACE TO SPACE-NASA Olympiad sorted out by the organization in excess of 8000 schools all over India. The information can likewise be gathered based on reference. Held at a pan india level more than 8 lakh student participated in the Olympiad.

3   RELATION BUILDING

Collaborating with the guardians and youngsters so as to get a thought of what they expect and furthermore interfacing based on marks made sure about by an understudy in the Olympiad by the strategy for directing guardians or understudies over a call, leading meetings at individual level at their place.

4   DIRECT SALES

Singular advising of guardians and understudies would be done to brief them about the item and administrations offered by the organization and at last make the enrolments by persuading them about the item and administration which will profit the organization monetarily.

5   BOOKING SESSIONS

Session booking is the main part which is done on calling while talking to the parent without a good session sale is not possible. Half of the sale is based on how good the calling is, i.e the good the calling the more chances for a sale.

CHAPTER-2

COMPETITORS IN THE MARKET

There are very barely any rivals in the instruction innovation advertise for example organizations which furnish joining and give training innovation. A portion of the main rivals are Byju's, vedantu, extramarks, topper, and meritnation. The distinction among these and us is clarified further. For the time being our greatest rival is Vedantu in light of the fact that it has indistinguishable highlights from Lido. I have clarified the principle highlights gave by the different contenders further.

2.1 MERITNATION

Fig2.1 MERITNATION

Meritnation was built up by two fellow benefactors Pavan Chauhan and Ritesh Hemrajani in the year, 2009. It was set up in year 2008. Meritnation is the division of Applect Learning Systems that obliges the adapting needs of understudies for classes IV-XII from CBSE, ICSE and driving state sheets.

Meritnation is by all accounts great device for students, anyway there are currently numerous different devices in the market, which are better as far as substance quality and cost. I would propose that there are scarcely any more organizations in the market, which can be a decent alternative for you.

2.2 BYJU'S

FIG 2.2 BYJUS

The Learning App is the regular brand name for Think and Learn Private Ltd., an (instruction tech) and internet coaching firm established in 2011 by Byju ravindran at Bangalore. Shah rukh Khan (SRK) is the brand represetative for BYJU'S. In July 2019 BYJU'S likewise appointed the Indian cricket crew pullover rights.

Starting at 2019, BYJU'S has made sure about almost dollar 785 million in subsidizing from speculators, including Sequoia Capital India, Chan Zuckerberg Initiative (CZI), Tencent, Sofina, Light speed . Adventure Partners, Brussels-based family office Verlinvest, advancement fund establishment IFC, Napsters Ventures, CPPIB and General Atlantic.

BYJU'S was the principal organization in Asia to get a venture from Chan-Zuckerberg Initiative (co-subsidized by Facebook organizer Mark Zuckerberg and Priscilla Chan).

According to the organization filings with the Ministry of Corporate Affairs, BYJU'S turned into a unicorn and is esteemed (INR 6,505 crore) as of March 2018.

BYJU'S works generally on an exceptional plan of action where a paid membership is required for a large portion of the substance. In 2017, BYJU's created incomes of around 260 crore (US $40 million or €33 million) and multiplied it 2018 budgetary year, acquiring 520 crore. BYJU'S has focused on income of 1400 crores for 2019 money related year.

Its India's most valuable company in the Ed.tech field and one of the giants with an approximate value of 1 billion in the market capital.

The fundamental spotlight is on 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 supporters and a yearly consistency standard of about 85%.The application implies to tailor the substance gave to the individual understudy's learning pace and style. The normal understudy goes through 53 minutes every day utilizing BYJU'S.

The organization declared that it will dispatch its application in local Indian dialects in 2019. It additionally plans to dispatch a global variant of the application for English-talking understudies in different nations in 2019.

2.2.1 KEY FEATURES OF BYJU'S

1. Recorded videos with best teachers

2. Unlimited access to videos anytime anywhere,

3. Chapter wise test and results.

4. Doubt help and feedback on call 24*7.

5. Adaptive learning personalized to every student's learning needs.

2.2.2 NEGATIVE FEATURES COMPARED TO LIDO

1. No teacher present, no live class.

2. Not personalized.

3. No personalized aptitude batching.

2.3 EXTRAMARKS

FIG 2.3 EXTRAMARKS

The fundamental spotlight is on 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 supporters and a yearly consistency standard of about 85%.The application implies to tailor the substance gave to the individual understudy's learning pace and style. The normal understudy goes through 53 minutes every day utilizing BYJU'S.

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2.3.1 Key features of Extramarks:

1. student-centric learning experience.

2. Curriculum mapped learning solutions for all classes and subjects.

3. Rich, interactive and visual lessons which make learning fun.

4. Connected learning environment through student tablets and Interactive display system.

2.4 VEDANTU

FIG 2.4 VEDANTU

Vedantu is an Indian Interactive Online coaching stage where instructors 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 principally offers these types of assistance to understudies of evaluation fourth to twelfth for Indian Certificate of Secondary Education and Central Board of Secondary Education educational plan all through India and the Middle East. Presently the organization's essential business is live internet mentoring in Science (Physics, Chemistry, Biology), Hindi, English, Mathematics, Sanskrit, German, French, Environmental Science, Computer Science and Social Science.

Consolidated in 2011, Bangalore-based Vedantu Innovations Pvt. Ltd. is an internet mentoring stage propelled in October 2014 for open. The organization's name Vedantu is supposed to be gotten from Sanskrit words Veda-information and Tantu-arrange. The association is controlled by four companions from Indian Institutes of Technology (IITs) – Vamsi Krishna (Co-Founder-CEO), Pulkit Jain (Co-Founder-Head Product), Saurabh Saxena (Co-Founder-Head Academics) and Anand Prakash (Co-Founder).

Vedantu is their second endeavor after Lakshya, a test readiness instructing organization. Lakshya was procured by an open recorded organization, MT Educare [1]in the year 2012.

In September 2017, it was reported that Vedantu was to have the second version of International Student League (ISL) in November 2017.

2.5 UNACADEMY

FIG2.5 UNACADEMY

Unacademy is Indian online training innovation organization situated in Bangalore. It was initially made as a YouTube divert in 2010 by Gaurav Munjal.[1] As an organization, it was established by Roman Saini, Gaurav Munjal, Hemesh Singh in 2015, and is

headquartered in Bangalore.[2][3] The organization has a system of more than 12,000 instructors, and offers arrangement material for a few expert and instructive placement tests.Unacademy exercises are as free recordings, and by means of membership.

In February 2020, Unacademy holds the Series E financing of $110 million from US private value firm General Atlantic, person to person communication goliath Facebook, Nexus Ventures, Blume Ventures, Flipkart CEO Kalyan Krishnamurthy among others, and rose to assessment at $510 million.

Arrangement C: $21 million (July 2018) from Sequoia India, Nexus Venture Partners and SAIF Partners.

Arrangement B: $11.5 million (September 2017) from Sequoia India and SAIF Partners.

CHAPTER-3

LITERATURE SURVEY

There are 250 million students around the globe who have completed their tutoring – yet can't peruse or compose well and come up short on the abilities they should prevail in the 21st century. Moreover, around the world are study halls with a huge number of educators battling to close that instructive hole – however deficient with regards to the entrance to devices and assets that will empower them to succeed. "EdTech is the guarantee of innovation to be an incredible equalizer in improving quality instruction for students out of luck."

The Brookings Institute portrayed a 100-year hole, 1 the century it will take for the world's poor kids to accomplish instructive equality with the well off at the present pace. Neither our reality nor those students can hold up that long: We should discover approaches to close that hole rapidly and productively, to permit all students, teachers, and instructive frameworks to understand their maximum capacity.

Nonetheless, our experience has additionally instructed us that scaling and continuing Equitable EdTech requires significantly more than excited students and persuaded teachers. It requests the arrangement of various entertainers across parts in nearby biological systems. This report looks at such biological systems and how they consolidate the endeavors of government and instruction pioneers, speculators and donors, and trailblazers and business people. Our expectation is that the nation framework models we analyzed, including Chile, China, Indonesia, and the United States, will rouse these on-screen characters to work together on making the empowering conditions for fair effect of innovation at scale in their locales. We additionally trust that the biological system model introduced in this report will start banter just as draw in new accomplices. In that soul, we welcome your appearance, considerations, and inquiries as a major aspect of a progressing duty to opening human potential for all through learning.

FIG 3.1 PRINCIPLES OF ED.TECH

While this is a significant open door for EdTech to improve instructing and learning at scale, what is unmistakably progressively unpredictable and basic is to guarantee that EdTech can progress evenhanded, excellent training for all students paying little mind to where they live, how much their family procures, or where they study.

This report sums up the discoveries of an investigation appointed by Omidyar Network to assess what may be important to empower, scale, and continue Equitable EdTech on a national premise. We inspected activities in Chile, China, Indonesia, and the United States of America that assisted with scaling access and utilization of EdTech over a wide range of understudies.

We utilized those figuring out how's to recognize basic topics and classify a model. In particular, we tried to:

1.Identify the occasions, activities, and activities across open, private, and social segments that have added to the evenhanded scaling of EdTech in these nations.

2.Inform an open arrangement and contributing plan by deciding the most elevated effect mediations that may add to EdTech scaling in different nations.

Amir, student from Pakistan

In 2011, an understudy signed onto the online homeroom Udacity to take the last, most important test for her initial Physics class. Khadijah Niazi had conquered a few obstructions to complete that test. She lived in Pakistan, which as of late blocked access to YouTube, the site Udacity used to have its video exercises. Determined, she posted a supplication for help on a Udacity message board saying "I am exceptionally furious, however I won't quit." Hours after the fact a few cohorts from Malaysia, Portugal, and England endeavored to discover a workaround that would permit her to complete the class. Before long a Portuguese teacher figured out how to download the recordings from YouTube and afterward transfer them to a photograph sharing site that Kadijah could get to. The following day she took the last test of the year. Much more astounding than the innovation know-how is the way that Kadijah was 11 years of age and aced the school level material science class with the most noteworthy qualification.

Advances in innovation are empowering sensational changes in instruction substance, conveyance, and availability. From the beginning of time, new advances have encouraged the exponential development of human information. In the mid twentieth century, the attention was on the utilization of radios in instruction. However, from that point forward, trailblazers have considered innovation to be an approach to improve correspondence, learning, and the authority of instructional material.

3.1 : Ed.Tech Ecosystem Model

1. EDTECH SUPPLY AND BUSINESS MODELS.

To help development and guarantee fair dissemination of EdTech items and administrations, business visionaries (regardless of whether for-benefit or charities) need feasible plans of action that produce steady incomes, especially in the beginning periods. These plans of action are continued in an assortment of ways—by buyer buying power, government acquisition or award projects, or private venture.

2. HUMAN CAPACITY.

Innovation alone can't take care of the issue – an assortment of partners must team up to breath life into this vision. Key partners incorporate nongovernment alliances, instructors, and a scope of transformational pioneers at a few degrees of the framework.

3. ENABLING INFRASTRUCTURE.

There must be a data and correspondences innovation spine adequate to help the appropriation and utilization of Education Tech. This incorporates fundamental power, media communications foundation, and broadband web access just as certain arranged managerial stages and Education Tech equipment access inside and outside of schools.

4. Instruction POLICY AND STRATEGY.

Scaling Education Tech requires a reasonable vision and system that is verbalized at the most elevated level of government and is sponsored both by sturdy enactment and evenhanded training financing. What's more, by setting measures for scholastic accomplishment, government boosts advancement at the school level, incorporating with Education Tech.
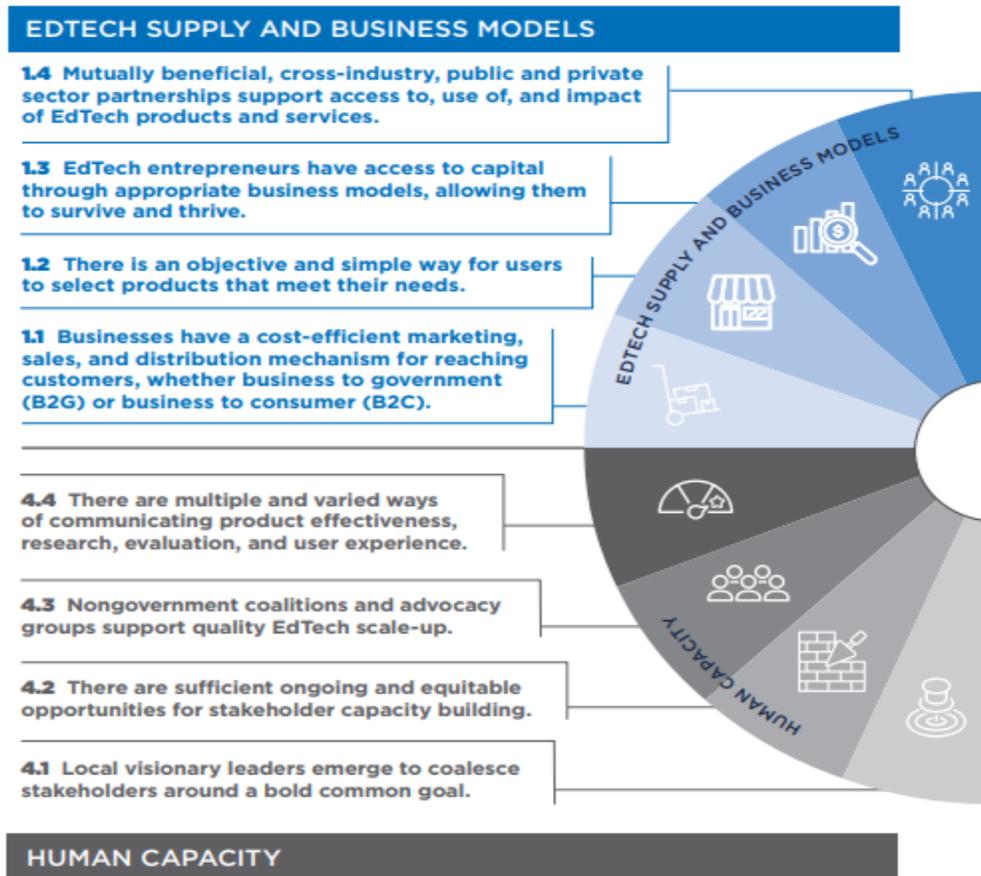
EDTECH SUPPLY AND BUSINESS MODELS

1.4 Mutually beneficial, cross-industry, public and private sector partnerships support access to, use of, and impact of EdTech products and services.

1.3 EdTech entrepreneurs have access to capital through appropriate business models, allowing them to survive and thrive.

1.2 There is an objective and simple way for users to select products that meet their needs.

1.1 Businesses have a cost-efficient marketing, sales, and distribution mechanism for reaching customers, whether business to government (B2G) or business to consumer (B2C).

4.4 There are multiple and varied ways of communicating product effectiveness, research, evaluation, and user experience.

4.3 Nongovernment coalitions and advocacy groups support quality EdTech scale-up.

4.2 There are sufficient ongoing and equitable opportunities for stakeholder capacity building.

4.1 Local visionary leaders emerge to coalesce stakeholders around a bold common goal.

HUMAN CAPACITY

Figure 3.2 human capacity and education tech supply and business models

3.2 ONLINE EDUCATION SYSTEM IN INDIA

Online instruction in India has made considerable progress with the advancement of innovation. India is one of the countries that is creating at an exponential rate as far as innovation. With the number of inhabitants in more than 1.3 billion, the accessibility of fast web and cell phones, India has the most number of innovatively determined people. The ascent of the web has changed the lifestyle in India. Individuals like to do everything on the web, they shop on the web, work together on the web, make companions on the web, learn online and so forth. While eCommerce being the most critical online industry, Online instruction and learning stand directly close to it. With the ever-expanding data accessible on the web and the endless number of online courses numerous individuals in India like to learn on the web.

By Seeing the potential and enormous notoriety of computerized innovation in India, Our Honorable Prime Minister has imagined changing our country and making open doors for all residents by bridling advanced advances Through computerized India activity. The activity includes different ventures in different regions identifying with wellbeing, education,labour, work and so forth. As a piece of Digital India venture, numerous schools and colleges offer online correspondence courses. Presently how about we experience a portion of the intriguing realities about online training with regards to India.
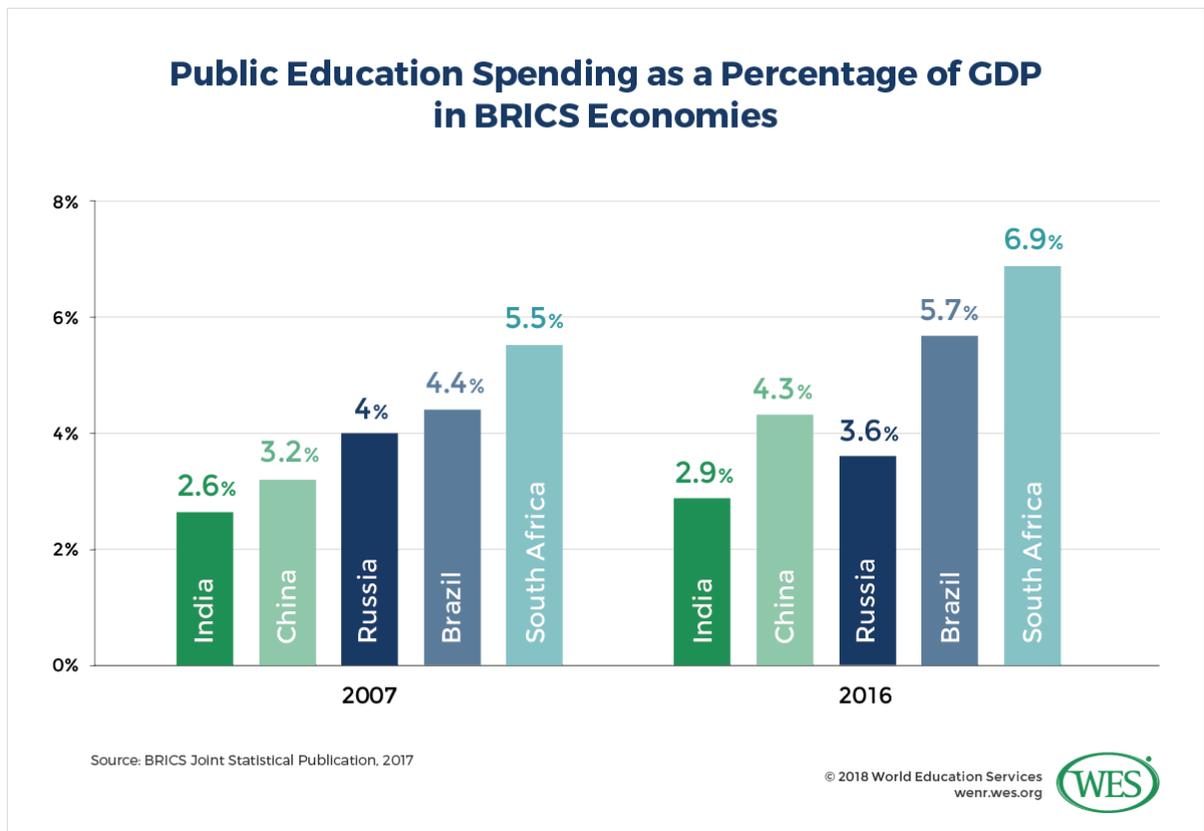

Public Education Spending as a Percentage of GDP in BRICS Economies

Source: BRICS Joint Statistical Publication, 2017

© 2018 World Education Services
wenr.wes.org

FIG 3.2 ED.TECH GRAPH

Informal education includes pre primary, coaching classes, vocational education and multi/media technology based educational courses adding as substitute to formal education.

India formal market is one of the largest markets in the world. Pre-primary market has low entry barriers and has witnessed large players in the market from the last few years. Online education is" learning modules which can be accessed by each indivisual/student through internet connected devices."

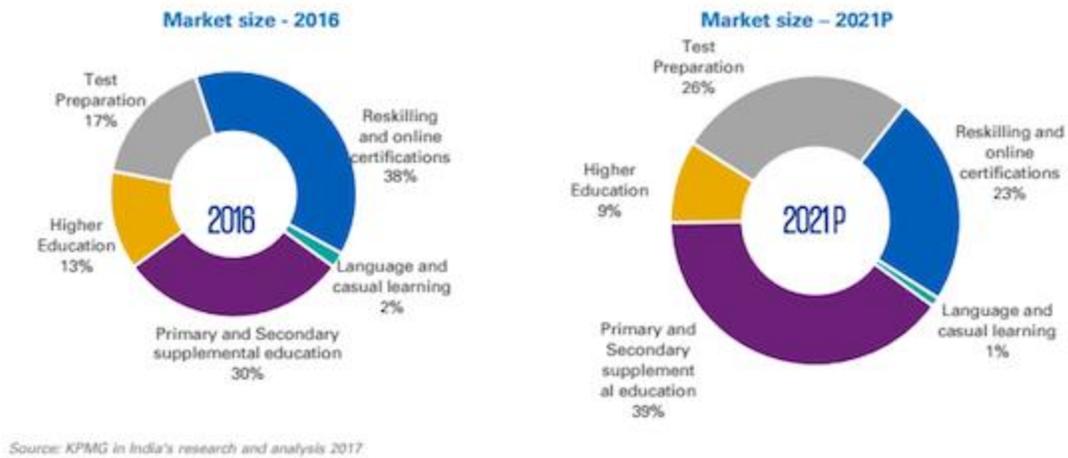Category-wise split of online education market in India

Market size - 2016

Market size – 2021P

Source: KPMG in India's research and analysis 2017

FIG3.2.1 MARKET CAP GRAPH

3.3 FUTURE OF ONLINE EDUCATION IN 2021

Online education in India is expected to grow to USD 1.96 billion over the next 5 years driven by customer satisfaction and supported by macroeconomic changes. Improvements in product offering and business model the paid base model is going increase from 1.6 million to 9.6 billion.
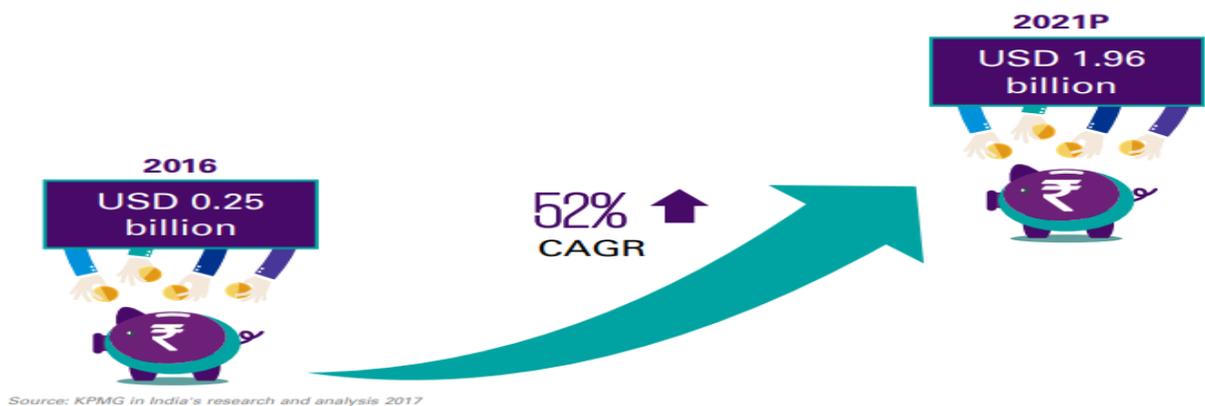

Source: KPMG in India's research and analysis 2017

Figure 3.3 future of e-learning

CHAPTER-4

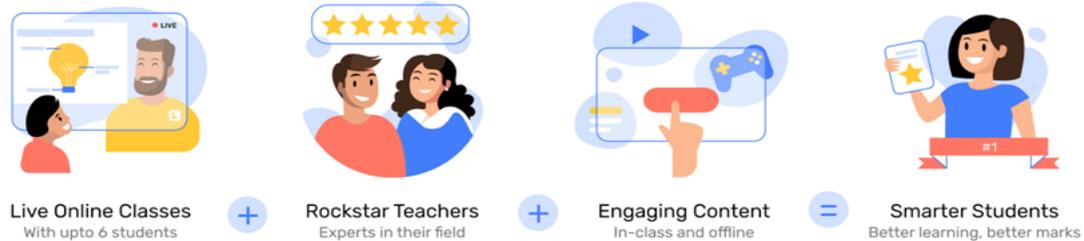# PRODUCT AND COMPANY

4.1   Introduction

Figure 4.1 USP'S

One of the greatest offers of Lido Learning is that it offers live instructional exercises with customized consideration for every understudy, and the educator to student proportion is 1:6. The normal study hall size in India is 55 classroom which imply that classroom don't get the customized consideration that they need with regards to question fathoming, training and coaching.

Lido's little gathering position guarantees each class has an instructor mentor as a major aspect of a quick emotionally supportive network.

Each youngster is a one of a kind student and has various qualities and shortcomings. Indeed, even with additional educational cost, the center issue continues as before – mentors show how to take care of issues and make schoolwork and appraisals that are the equivalent for understudies over all clumps, without offering custom fitted practice to understudies," he clarifies.

Lido's foundation tracks understudies' exhibition from the earliest starting point as far as possible by customizing their learning venture so that there is included center their frail territories.

Despite the fact that the present e-learning applications and stages do endeavor to fix the current issues in the instruction business, no one spotlights on offering a total arrangement that incorporates question understanding and customized consideration.

At this moment, the beginning up offers math and science instructional exercises to understudies of Class 5 to Class 9. Guardians pay a membership expense for their children to go to little gathering classes, which have one instructor for up to six understudies. It likewise 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 author.

With dollar 3 million in financing up until this point, Lido Learning is currently at its Series A development stage.

The development bend ahead in 2020, the beginning up is hoping to dispatch more courses like Social Studies. It will likewise begin to offer classes for the K12 portion, and extend to different state sheets. Starting at now, Lido Learning covers Class 5 to Class 9 for ICSE and CBSE sheets.

The bigger picture at Lido is to take a framework that is marks-driven and move it toward one driven by learning, by training 21st-century aptitudes like diagnostic reasoning, basic thinking, correspondence, theoretical learning, cooperation, innovativeness. The objective is to assist understudies with exceeding expectations both all through school, yet in addition wipe out the stagnation of twentieth century subjects.

Aside from building a superior quality item, keeping up ideal or high help quality levels will be a key deliverable to support in the profoundly serious instruction innovation

industry in the nation. Both the parent and the understudy should feel very much dealt with, at each point.

4.2 CLASSROOM- FOR STUDENT

Live classroom interactive components-

1. Centralized content slides designed by our world class content team.
2. Concept videos that explain the core points of each lesson in an animated form with real life   examples.
3. In class quizzes with live results.
4. Activities to check for understanding.
5. Immersive games with story lines that test concepts.

Live Classroom

1. 1:6 student teacher ratio.
2. Same aptitude batching,
3. Real time problem finding and results.
4. Gaze analysis.
5. Concentration analysis.

Teacher portal

1. Coordinated with understudy dependent on inclination, language, subject, board

2. Answer all questions

3. Clarify the ideas

4. Breakdown every concept.

5. confident and correct answer - gold stars

6. Order the understudy - red card

7. Gives personalized feedback after each class

4.3 OUTSIDE THE CLASSROOM

Personalised homework-

1. Teacher give feedback on class performance data from every class and on the basis of feedback homework is generated.

2. After the class gets over then a quiz is taken on the syllabus covered in the class.

3. If student faces any problem after class there are many content video which the student can refer.

4. If students are doing great, they get challenges and Higher Order Thinking Questions - so that they keep getting better.

 Unlimited Practice with Solutions-

1.   Question Bank of 80,000+ questions
    6   All questions are on learning the concept
   7 When a student answers a question inside the classroom or after during HW or Practice time, Lido records how they did and pushes questions accordingly.
   8 Step by step solution are provided to explain better to the children.

Self paced lessons-

1   Video learning library
2   Revision lesson
3   Practice

4   Game library

Study for rewards-

1. Everything students do on the platform is for 'gems'.

2. Gems can be redeemed for a lot of online and offline rewards - free Lido classes, McDonald's gift cards.

3. New rewards in the store constantly.

4. Rewards can be group rewards that the class sets.

5. Parents can add rewards to increase student motivation.

6. Builds discipline of setting study timetable and own goals.

4.4 PARENTS SIDE

1. Parents can Check on performance.
2. Parents can check the attendance.
3. Can check concentration level.
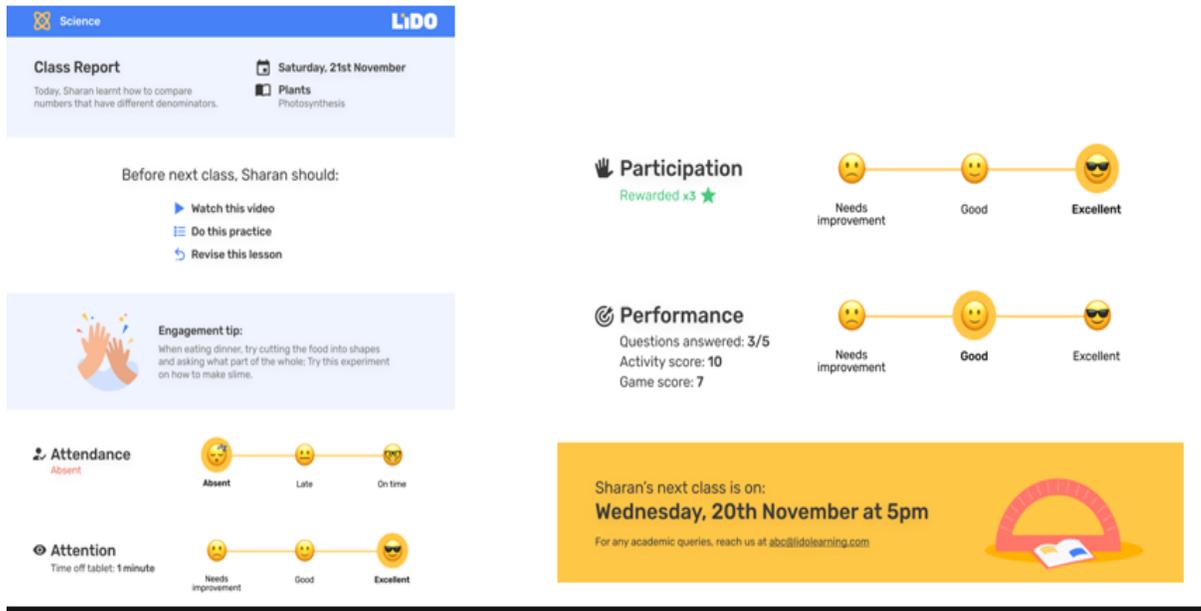4. Gets regular feedback from teacher.

FIG 4.3 CLASS REPORT

2. Chapter report after every class.

3. Overall performance

4. Class duration.

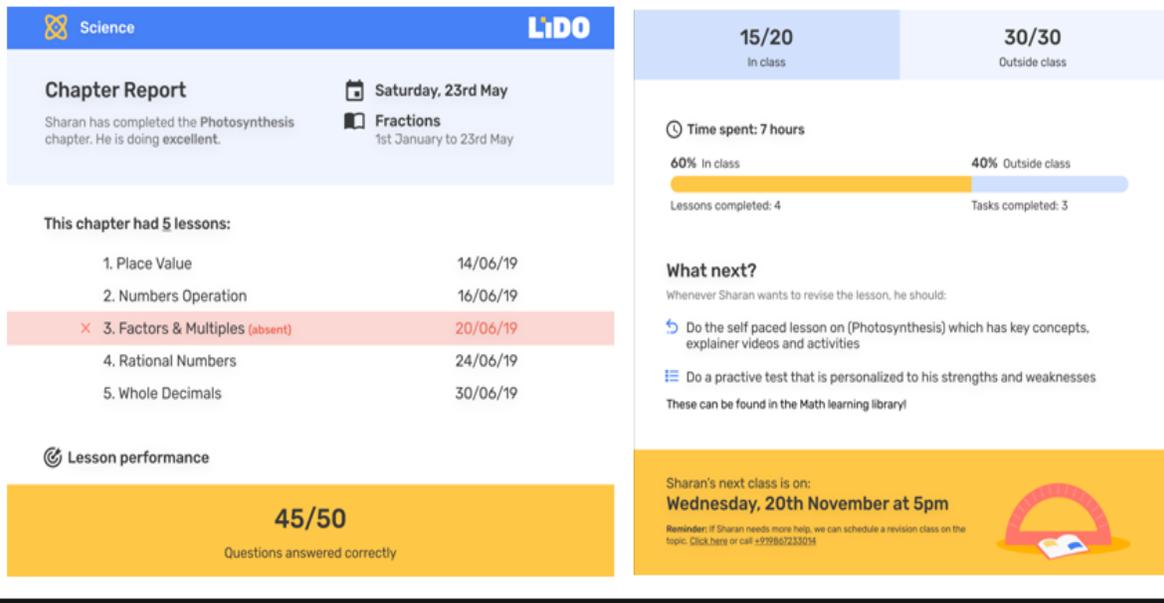5. Accuracy – problem solving.

FIG4.4 CHAPTER REPORT

4.5 **LIDO TABLET**

The courses offered by lido arrive in a tablet by the name of Lenovo Tab 4 S10. This tablet contains all the recordings, the test arrangement, the training meetings just as the instructive games. The tablet has a capacity of 32 GB with an extra SD card of 128 GB that has all the substance of lido

The tablet additionally accompanies a diversion bolted include which restricts the client to open anything with the exception of lido content.

This makes the tablet just appropriate for studies and that's it. There are times when children get diverted and open various things on their tablet as opposed to concentrating on them. So this component ensures that they utilize the tablet just for examining. The tablet is a finished bundle for instruction,

FIG4.5 TABLET

CHAPTER 5

CALLING AND CONDUCTIONS

5.1 CALLING PITCH

5.1.1 INTRODUCTION :

Advisor : 1. Greet the parent 2. Introduce yourself along with the Designation 3. Introduce the Organization 4. Quickly shifting the parents mind on the academics of the kid by introducing Race to space examination (this call is regarding discussing Rohit's performance in an examination called Race to space that was conducted last year in his school itself .) 5. Mentioning about the collaboration with The Hindu Newspaper 6. Ask if the parent is aware about such exam

*This is the basic introduction by the BDE. Parent : Yes/No (depending on the scenario)

RACE TO SPACE : Advisor : 1. Explain about the Olympiad

2. Explain all the subjects associated with the Olympiad

3. Mention it was conducted in 8000 schools.

4. Mention the Certificate given.

5. Mention it was an examination for basic aptitude check 6. Use of Covid scenario regarding the academics of kid

(before explaining the results i would like to know from you, how exactly is Rohit in academics and how exactly is he coping up with studies during this particular time?)

*This is the section where BDE explained all details about the Olympiad.

Parent : Okay , what are the results?

Advisor :

 1. Explain the detailed results

2. Emphasis on Maths and Science

 3. Importance of other 2 subjects

5.1.2 RAPPORT BUILDING AND NEED GENERATION :

 Advisor : (before discussing further sir/ma'am)

1. Child's performance in academics

2. Who takes care of the kids' studies?

3. Does he have any aid for studying?

4. Profession of the parents?

5. How does he complete his homework?

6. Is he attending classes on laptop (To check whether they have proper hardware)

7. How many Olympiads does he give and how many call you to discuss performance?

8. Daily schedule

9. How does he manage time in the current scenario?

10.What are the challenges faced by the kid and you during this time? (Ma'am as you know the current scenario that's going on, how exactly is Rohit coping up with his study patterns? Do you think this has had an adverse effect on the study habits of children?)

 11.How is the kids' engagement hampered by this Covid situation?

 12.What steps are you taking to ensure that the kid's academics aren't hit?

13.Why do you think olympiads are majorly focused from class 4-9?

14.How do you find the online live classes conducted by the schools these days?

15.Is the child able to understand in a strength of 40+ students?

16.Approach of the kid to solve concept based questions

17.Child's interest in education plays a big role

19.Bridging the gap between imagination and actual visualization

20.Students not asking doubts in the class.

21.Child's priorities set according to marks.

22.Child's interest and aim in life.

5.1.3 SESSION PITCHING:

1. Generate curiosity regarding the session.

2. Make them understand the importance of the session.

3. Refer back to points discussed in Need generation segment.

4 . Focus on session being short yet effective .

5. Approach/Problem/Solution pattern to be discussed

6. Rapport building for the Advisor

 (Now let me give you some details about the advisor. His name is Mr. Anand. Mr. Anand has done more than 3000 offline sessions and more than 500+ online sessions. He has spent over 4+ years in the education space understanding and analysing the study patterns of kids of different regions/age groups)

7. Detailed discussion on pros of the session.

8. Making the parent understand the future perspective of this session.

9. Agenda here has to be making the parent understand that we are doing something different by teaching the kids the right way to prepare for an Olympiad and no other organization does that , they never inform the result over call personally.

5.1.4 CLOSING:

1. All necessary details regarding the session.

2. Name of both the parents.

3. Alternate no.

4. Email id

5. Confirmation of Time slot.

6. Emphasising the presence of both the parents in the session.

7. Prepare kids strong and weak points.

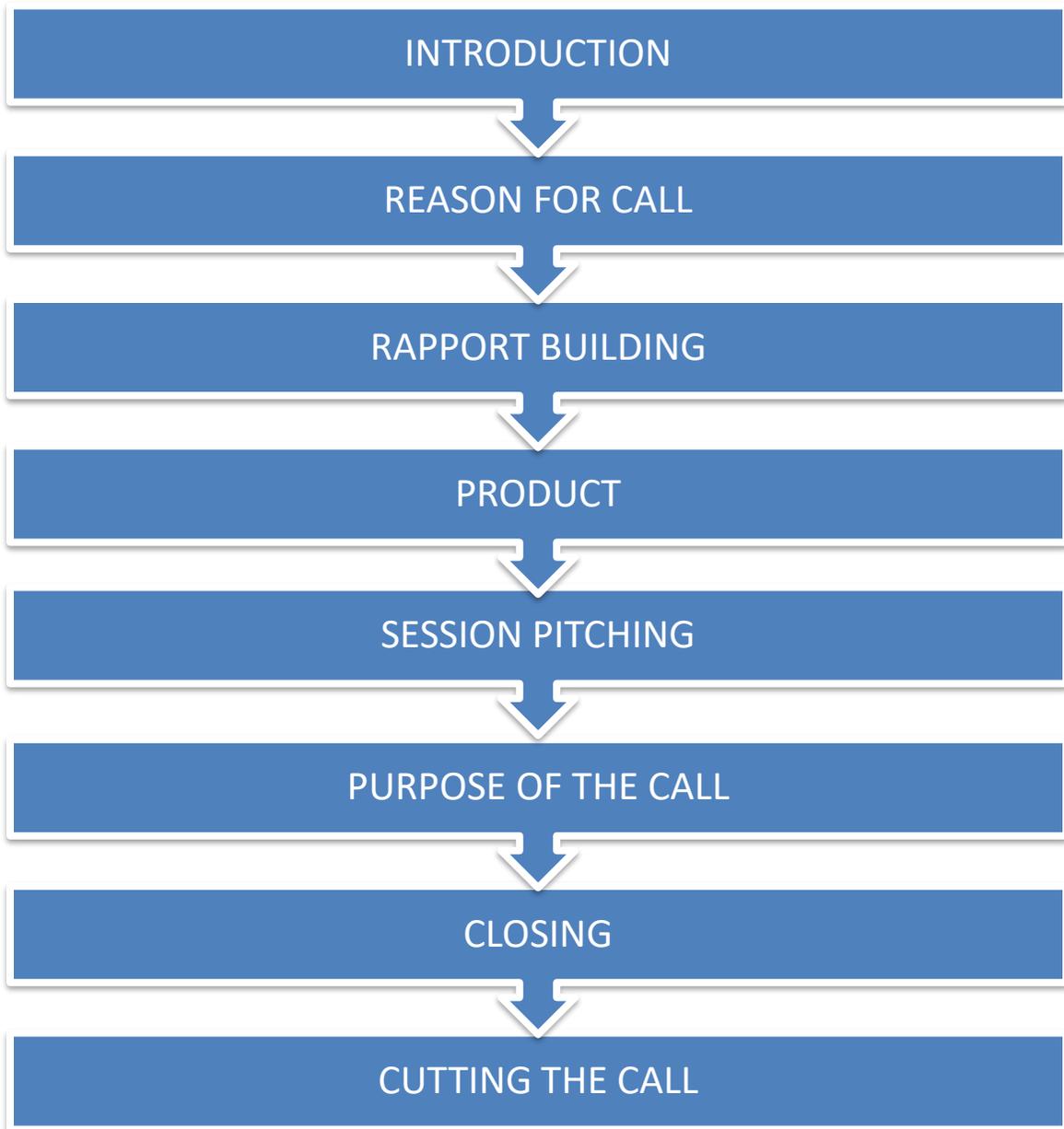8. Rapport building for academic expert (again).

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┌─────────────────────────────────────────┐
│              INTRODUCTION               │
└─────────────────────────────────────────┘
                    ↓
┌─────────────────────────────────────────┐
│             REASON FOR CALL             │
└─────────────────────────────────────────┘
                    ↓
┌─────────────────────────────────────────┐
│            RAPPORT BUILDING             │
└─────────────────────────────────────────┘
                    ↓
┌─────────────────────────────────────────┐
│                PRODUCT                  │
└─────────────────────────────────────────┘
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┌─────────────────────────────────────────┐
│            SESSION PITCHING             │
└─────────────────────────────────────────┘
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┌─────────────────────────────────────────┐
│           PURPOSE OF THE CALL           │
└─────────────────────────────────────────┘
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┌─────────────────────────────────────────┐
│                CLOSING                  │
└─────────────────────────────────────────┘
                    ↓
┌─────────────────────────────────────────┐
│            CUTTING THE CALL             │
└─────────────────────────────────────────┘
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FIG5.1 CALLING PITCH

5.2 CONDUCTION PITCH

A good call always leads a BD towards a good conduction. Therefore, it is imperative to get both the initial call to set up the conduction and the confirmation call perfect. The first step towards a conduction is the Confirmation Call. BDs typically make the call 20-30 minutes before leaving and inform the parents that they will be reaching in the next 40 minutes to 1 hour. This call needs to be authoritative since it is the first interaction that the parent has with the counsellor. The most important factors of a conduction are the 3 A's.

Authority.

Attitude.

No Arrogance.

5.2.1 Arrival

Upon arrival, it is important for a BD to immediately observe his / her surroundings when entering the lead's house.

The BD should take note of anything that would indicate the family's wealth / socioeconomic status

Most conduction occurs at the sitting room or dining table of a lead's home. Therefore, the BD should seat himself strategically in relation to the room and the student / parents.

The BD should ideally sit as far from the door as possible (diagonally opposite) and be seated between the decision making parent and the student. In this sense, the BD will be creating a bridge between the parent and kid.

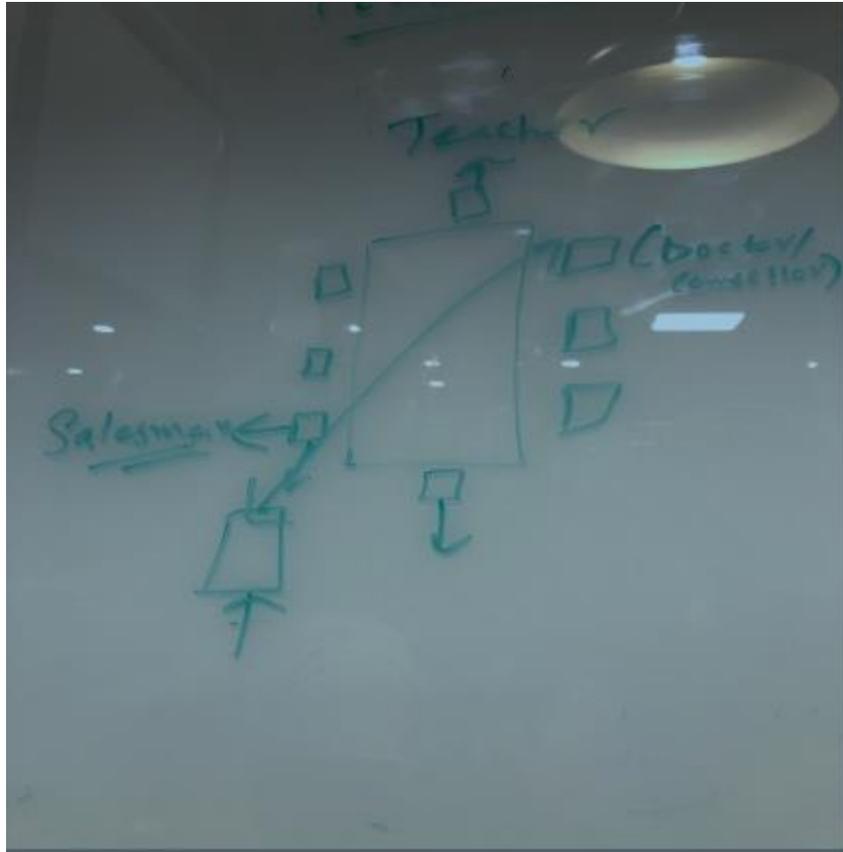See below for an example illustration of the seating arrangement:

FIG5.2.1 SEATING ARRANGMENT

5.2.2 Introduction

The first 5-10 minutes of the session are intended to be a fact-finding mission about the financial situation of the family.

The BD should ask a few questions regarding the house / locality that the family lives in. They should also enquire about how long the family has been living at that house.

General questions that can be posed in the introduction are:

▪ how long have you been living here?

▪ what is your profession, and how is the work going?

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

▪ What are your expectations of this session? (This helps the BD understand how much the parent remembers the set up call).

5.2.3 Interaction (5-10 min) –

The interaction portion of the conduction is where the BD and the child begin conversing.

The BD should aim to ask general questions that put the child at ease while trying to gauge the parents' overall level of engagement / involvement in the child's life.

The BD should ask about the child's hobbies and activities.

Most children in India fall into one of three groups

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 o 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.

5.2.4 Academics(5-10 min)

After making the child comfortable, the BDA should start asking questions about how the child is progressing academically and how he is approaching his studies.

These questions typically include:

▪ What is your favourite subject in school?

▪ Why is this subject your favourite? Is it because you score well in the subject, or is it because of the teacher who teaches you?

▪ what is your least favourite subject in school and why?

These questions allow the BDA to understand the how the child makes decisions o 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 / illustration portion of the session.

5.2.5 Approach (5-10min) –

After understanding the child's favourite and least favourite subjects, the BDA should try and understand what subjects the child is weak in (often overlaps with the least favorite subject) and why.

o Most of the time, the primary driver of this is the approach that the child uses to study:

▪ This approach is usually one that depends on rote memorization, with little understanding of concepts.

o The BDA should probe the child on their approach to studying- Most children will say that their approach to studying consists of the following:

▪ Reading the chapter in the textbook.

▪ Checking examples of the concepts they've learned.

▪ Doing exercises to practice the concepts.

▪ Asking for external help where needed.

This is not something for the BD to correct immediately; rather, the goal is to understand the problem completely, not to solve it immediately.

5.2.6 Illustrations (15-20min) –

- The most critical part of the conduction is the illustration / need creation portion
- BDs should pose a question (or series of questions) to the child from a subject in which they are most comfortable
- The BD should ensure that he does not demean the child ever in a session, because this might backfire - the BDA should be calm and keep probing the child on the chosen subject /questions

CLASS	ILLUSTRATIONS
3rd grade	i. Shapes rectangle square
4th grade	ii. What is line, line segment and ray? iii. What is rational number.
5th grade	iv. Difference between rational number and fraction? v. What is fraction?
6th grade	vi. What is the sum of the angles of a triangle? vii. Types of fraction?

| 7th grade | viii. What is the area of a circle? |
| | ix. Why is it $\pi r2$? |

TABLE 5.2 ILLISTRATIONS

5.2.7 Identifying the problem or the area of improvement (10-15min)

This is where the BD explains to the child and the parents the need to understand the issues / gaps in their learning, as well as where the child requires improvement.

Depending upon the session and the child, the problem areas will differ, so the BD should be very careful while listing down the areas of improvement.

The major points of concern in the child will be:

▪ Regularity in studies.

▪ 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.

5.2.8 Solution (20-30min)

Now, the BD should draw the principal Knowledge Graph (the essential device the BDA will use during the conduction) for the parent.
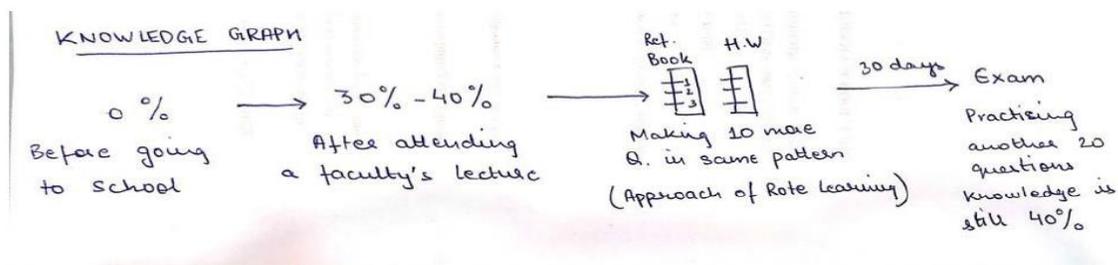
FIG5.2.3 KNOWLEDGE GRAPH

This chart is applicable for all understudies; in any case, it will be founded on the sources of info that the BD gets from the kid/guardians about the kid's everyday timetable. The diagram above expect that a normal understudy enters a school with 0% information about a specific subject or a theme from school, he learns, and holds ~30-40% of information.

Nonetheless, given that the understudy follows a normal methodology of repetition remembrance, he doesn't enhance on his learning and, rather, learns material exclusively to give a test. Subsequently, the information level of the understudy during the test stays at 30-40% and is immediately lost once the test closes. The BD should then draw the subsequent information diagram:
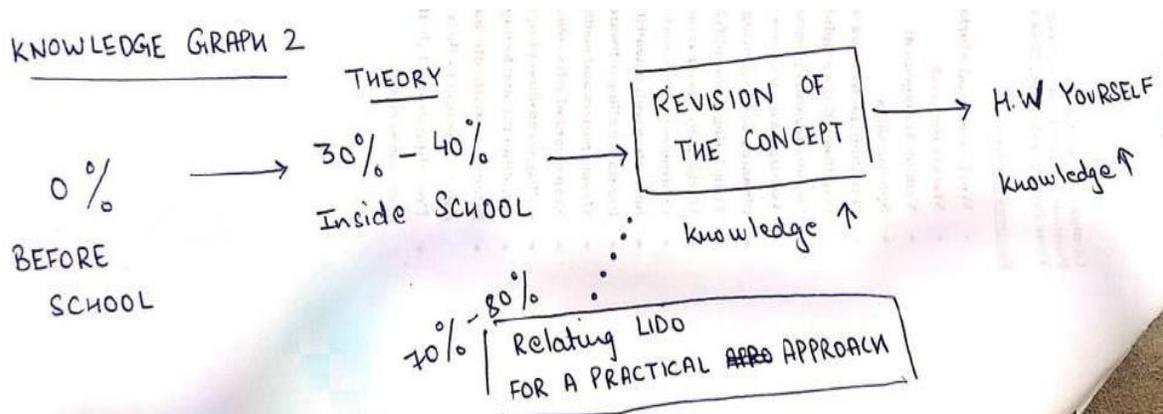
FIG5.2.4 KNOWLEDGE GRAPH 2

This information chart shows the effect and estimation of "examines" outside of class

These investigations are principally determined by 2 'partners':

▪ Tuition instructors

▪ Parents

While the 'contemplates' part of the information diagram helps increment the information % of the understudy, its adequacy shifts dependent on the viability of the partners .

Tuition educators and guardians:

Guide and urge the understudy to rehearse aggregates/issues significantly more

In any case, the kid isn't really rehearsing; rather, he is retaining for the purpose of the test

Therefore, the kid isn't learning/getting ideas, just remembering for a test

At this point, the BD ought to ask the guardians whether they send their kid to educational cost classes

If they do send the youngster to educational cost classes, the BD ought to get some information about how much

they are aware of their youngster's educational cost classes

Example questions include:

▪ What are the educational cost educator's capabilities?

▪ What is the cluster size of the educational cost?

▪ What are the timings of the educational cost?

▪ How does the understudy drive to the educational cost?

▪ How regularly do the educational cost educators connect with the guardians?

▪ How customary is the criticism that educational cost educators give to guardians?

▪ What is the fitness of different understudies concentrating with your youngster at the educational cost class?Most guardians will ordinarily have not many answers, assuming any, to the inquiries above

Most answers will rotate around strategic inquiries like planning/drive; guardians regularly have little thought of the substance of their kid's educational cost classes

The BD ought to draw in with the youngster at the same time and test him to answer the abovementioned

After this, the BD ought to pose driving inquiries to the guardians for example "Shouldn't you get customary criticism from your kid's mentor about his/her exhibition?"

▪ "Shouldn't you at any rate see how your youngster is getting along?"

5.2.9 PRODUCT

Now, the BD should move rapidly to the item and clarify the basic highlights of Lido Learning especially underlining:

Your child is accepting only the hypothetically information at school and educational cost, there is nothing where he can relate his investigations to his condition , what we have done to cause him to comprehend in an intuitive manner is by showing him how to relate every single idea to his/her condition . How would we do it!!!

1. Live classes with coaches

2. Video based learning designs

3. Little class sizes (1 to 6 proportion) empowering more prominent personalization

4. Bunching dependent on bent of the understudy

5. Tests, exercises, puzzles, games

6. Customized schoolwork

See different highlights beneath:

Focal points-

1. Intrigue Creation

2. Idea Clearing

3. Time Management

4. Versatile Learning

5. Customized approach

Inside the class-

1. Intelligent class (60 minutes, 5 times each week, threefold for math and twice for science)

2. Hero Teachers (Multilingual, Best Teachers across India)

3. 1:6 (Personalized Learning experience, tender loving care, live connection through video, tests, games and exercises)

4.10 minutes of conversation toward the finish of the meeting with regards to what they have realized today

5.Discussion and Doubt freedom (on spot)

6. Customized Homework as per class cooperation and execution

7. School schoolwork help.

8. Control Monitoring (Red Card, Gold Star)

Outside the class-

1. Customized schoolwork

2. Practice tests

3. On the off chance that the child can't take care of a difficult he will be diverted to a Step-by-Step approach, regardless of whether they can't do it, they will be diverted to the recordings where they can gain proficiency with the ideas once more.

4. HOTS for better than expected understudies

5. 50000 inquiries as an inquiry bank for training

6. Gaming Library (where the children can learn while playing a game)

Guardians advantage

1. Report after the class in regards to the child's presentation (Attendance, Attention, Participation, and Performance)

Scholarly Advisors (accessible on parent's solicitation) that assist guardians with seeing how their kids are performing.

The BDA ought to guarantee that the advantages of the item are clarified in a smooth, non-sales rep way. One of the approaches to guarantee this is for the BDA to consistently clear questions or questions that a parent raises during the item clarification with the goal that it doesn't appear to be a pitch that the BDA is following.

2. Live Demo (10-15 mins)-

The BDA can change when this occurs - the demo could happen either during "Within the

Class" clarification or post the item clarification

Evaluating and Financial Methods (15min) –

The BDA should keep the evaluating straightforward and helpful with the goal that he can disclose the equivalent to the parent suitably. At the point when the BDA begins examining the packaging/bundle conversation, he ought to allude to the last information diagram:

In the information chart 3:

We accept that the youngster gets around 90 occasions altogether during the school year. On the off chance that the kid is intrigued and amped up for learning, he really increases a 10% heads-start at first. With this head-start, he will have the option to improve comprehension of ideas when contrasted with different understudies who haven't got an open door like this.

This will inevitably prompt a 100% utilization of the information that the youngster gains.

CHAPTER 6

TYPES OF CUSTOMERS

6.1 AGGRESSIVE CUSTOMER

Age isn't a bar as the Cx is consistently a parent anyway age can be a factor when we are cooking to K-8 portion as this section includes guardians who are commonly mindful about innovation and can be eager to see the brilliant side of E-Learning which all together can be utilized to pitch considering the offer can generally be agreeable to the client's brain .

Control of CX is something which can enable a BDE to distinguish what sort of environment he is around for most hours in a day for e.g . a CX is at a place of command, the BDE can generally think about this as a characteristic where he can expect the CX to be occupied and definitive wherein the call pitch needs to rotate around keeping his enthusiasm over the call.

Likewise If control of the Cx is a Teacher we can generally anticipate him/her to have an immense mindfulness regarding scholastics and if the BDE isn't contributing the CX keeping mind he is a instructor the CX can generally be forceful as far as the Cx will trifle with the BDE as he/she himself must be dealing with the youngster's training so a BDE just can't discuss criticizing the Education System without get-together data from the Cx and without understanding the purchasers perspective.

6.1.1 Behaviour

A forceful Cx conduct qualities over a call will be he won't be a decent audience and will continuously attempt to get to the end point rapidly.

Besides forcefulness will likewise be featured by the tone and the way he talks wherein the tone will consistently not be conscious towards the BDE and the primary concern featuring this reality is contradictions and the CX passes on that to the BDE straightforwardly as far as naming the BDE as a sales rep and scorning the whole motivation by just focusing at cash and the item.

Forceful CX is consistently inclined to entering clashes on trust based issues and questions like "Where have you got my number ??" Does the school specialists think about this?

Attack of protection

Legitimately enquired about costs

Has little respect for the BDE's time plan and has zero concerns and regard towards the BDE.

Worry for training for his child may be a lot as far as possesiveness else it tends to be as little as not staying alert about his wards' exhibition and furthermore no plan of giving his ward with better types of learning.

May be impolite to the BDE/damaging/can likewise undermine.

6.2 PASSIVE CUSTOMER

His aloofness is ordinarily attached to unwaveringness or absence of it. We have no issue changing to an alternate brand if the cost or offering is even just marginally better. Being latent (or inactively "fulfilled") implies that it simply doesn't make a difference to us.

Example: I'm a huge fan of AIR INDIA. I'll take a layover and an inconvenient flight time just to fly on AIR INDIA over another option that's offering a direct flight at a reasonable hour for a lower price. I often talk about my in-flight experiences and I'm never shy to recommend them to anyone booking travel.

 AGE is not a clear benchmark to judge the passive nature of a CX Occupation again cannot be a point to identify this trait as being passive is a trait which comes naturally to a person

6.2.1 Behaviour:

A passive Cx is always listening and does not speak much and mostly listens to the BDE and agrees to the points in a way where the BDE is unsure about interest shown by the CX A passive CX is also prone to pick and choose so to identify a behaviour which is non chalant towards the approach taken by BDE is also a behavioural trait for a passive CX. Needs a little bit more time in reacting to questions and does try to make the process delayed.

The test to recognize a latent Cx is to measure his association in the discussion and furthermore his advantage may differ among moderate and nil.

The interests of an aloof CX can be about any irregular theme being talked about or it can be just be thumbs up which can be intense for BDE to comprehend whether the CX is keen on the discussion and the item or not.

The greatest test for a BDE will be to lead the CX to the end point and still make a shutting as Passive Cx will proceed with anything and has no brand steadfastness.

6.3 INTERESTED CUSTOMER

Age basically can't be a parameter to categorise a customer as interested or not. By knowing the occupation of the customer one can figure out the paying capacity of the parent but again knowing the interest of the parent can not be figured out from the occupation.

6.3.1Behaviour :

 An interested parent listens carefully to the BDE on the call and usually has an apologetic tone on the call. The counters an interested parent might give on the call are usually logical and just to understand the process or the course that we're offering.

CHAPTER 7

SOFTWARE AND APPLICATIONS

7.1 SALESFORCE(SF)

Salesforce.com is an American cloud-based programming organization headquartered in San Francisco, California. It gives client relationship the executives (CRM) administration and furthermore sells a correlative set-up of big business applications concentrated on client support, advertising robotization, examination, and application improvement.

The organization was established in 1999 by previous Oracle official Marc, Parker Harris, Dave, and Frank Dominguez as a product as a help organization. The group composed the underlying deals mechanization programming, and propelled it to clients among September and November 1999.

In June 2004, the organization had its first sale of stock on the New York Stock Exchange under the stock image CRM and raised US$110 million. Early financial specialists incorporate Larry Ellison, Magdalena Yesil , Halsey Minor, Stewart Henderson, Mark Iscaro, and Igor Sill of Geneva Venture Partners.

In July 2012, Sales power applied to trademark to the expression "social undertaking" in the United States, the European Union and Jamaica where the term was in far reaching use to depict organizations with a basically social reason. This was effectively tested by a battle known as #notinourname which was propelled by Social Enterprise UK, coming about in Salesforce.com pulling back their trademark application and making a deal to avoid utilizing the term in their future showcasing.

In October 2014, Sales power reported the improvement of its Customer Success Platform to integrate Salesforce's administrations, including deals, administration, advertising, investigation, network, and portable applications. In October 2017, Salesforce propelled a Facebook Analytics instrument for business-to-business advertisers. In September 2018, Salesforce banded together with Apple planned on improving applications for organizations.

In February 2020, co-head working official Keith Block resigned from his job in the organization. Marc Benioff will stay as administrator and CEO.

SALESFORCE

Salesforce is the essential undertaking offering inside the Salesforce stage. It furnishes organizations with an interface for case the executives and undertaking the executives, and a framework for naturally steering and heightening significant occasions. The Salesforce client entry gives clients the capacity to follow their own cases, incorporates a long range informal communication module that empowers the client to join the discussion about their organization on interpersonal interaction Web locales, gives expository instruments and different administrations including email alert, Google search, and access to clients' privilege and agreements.

LIGHTNING PLATFORM

Lightning Platform (otherwise called Force.com) is a stage as a help (PaaS) that permits engineers to make add-on applications that coordinate into the fundamental Salesforce.com application.

These outsider applications are facilitated on Salesforce.com's foundation.

Salesforce.com applications are manufactured utilizing explanatory instruments, upheld by Lightning further clarification required and Apex, an exclusive Java-like programming language for Force.com, just as Lightning and Visualforce, a structure including a XMLsyntax ordinarily used to produce HTML). The Force.com stage regularly gets three complete discharges a year. As the stage is given as a support of its engineers, each and every advancement occurrence likewise gets every one of these updates.

In the spring 2015 discharge another structure for building UIs – Lightning Components – was presented in beta. Lightning parts are manufactured utilizing the open-source Aura Framework [29] yet with help for Apex as the server-side language rather than Aura's JavaScript reliance. This has been portrayed as an option in contrast to, not really a swap for, Visualforce pages.As indicated by a September 2009 Gartner Group report, Force.com had

more than 1,000 client accounts. Starting at 2013, the Force.com stage has 1.4 million enlisted designers.

Lightning Base Components is the segment library based on Lightning Web Components.

 CLOUD

Network Cloud gives Salesforce clients the capacity to make online web properties for outer coordinated effort, client care, channel deals, and other custom entries in their case of Salesforce.

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

7.1.1 SALESFORCE IN LIDO

Salesforce in our association has a significant job. As most of work is done on the salesforce application. The business advancement partner needs to login to the salesforce account which is auto produced by the organization for the representatives. Subsequent to signing in we can see the name of the leads and its subtleties here.

Leads in our framework are the client that is the guardians whose youngster has given the race to space Olympiad. We have the subtleties of the lead, for example, their name, the enrolled telephone number, class, school, and spot, city etc.With the assistance of this data we log a call to the guardians of the specific youngster and further follow the calling pitch to book a home conduction and further for the procedure of income age.

The leads are alloted by the separate chiefs to their bda's so as to book home conductions. Presently there are different highlights which we us in the salesforce application.

A VIEW HOW LEADS(CX) ARE VIEWED ON THE SOFTWARE :

FIG7.1 VIEW OF CX

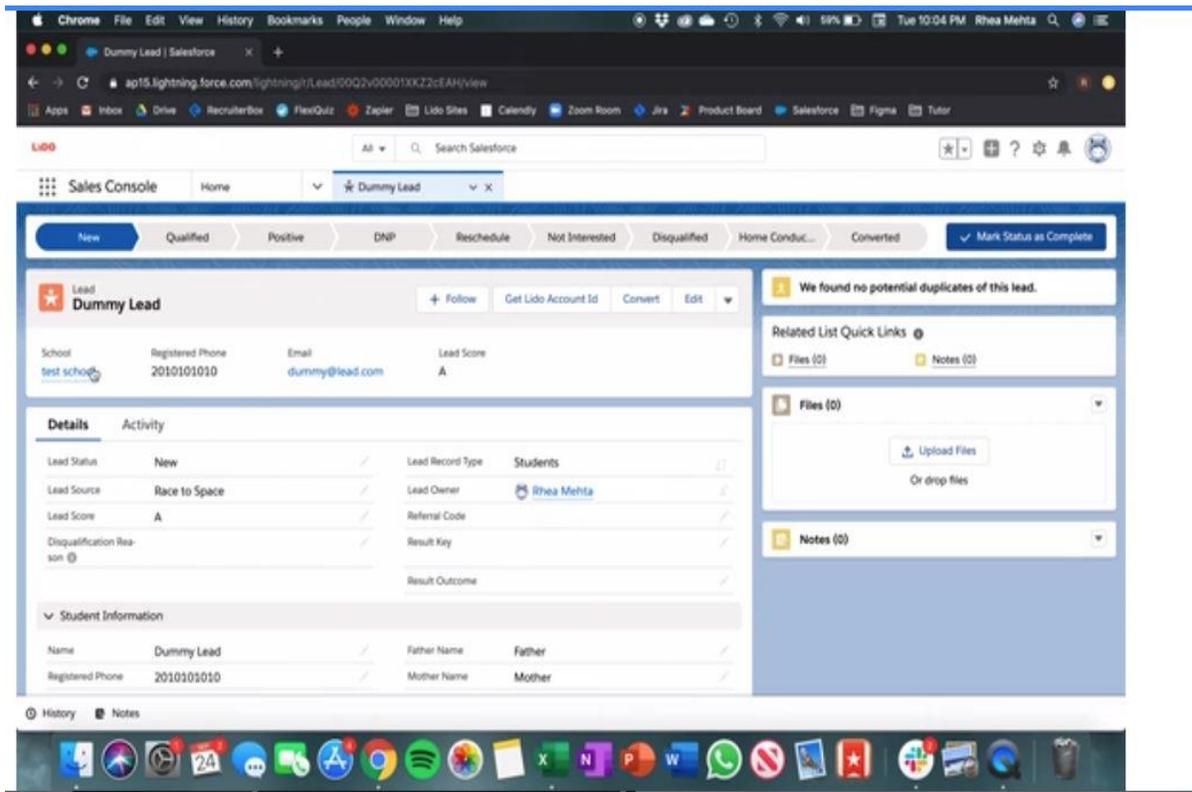A VIEW OFDETAILS OF A CUSTOMER IN SOFTWARE:

FIG7.1.2 DETAILS OF CX

Now as there are stages set for the BD where he has to place the call after the manual dial.

There are basically 9 stages in salesforce where an lead can be placed by the BDA depending on the situation of the lead.

Stages are:

1. NEW- when a lead or customer details are new which means no call has been placed to the customer basically called a fresh lead which is good to go.

2. QUALIFIED- Qualified lead can be that lead where call is been connected but due to some reason the conversation is not completed. Qualified calls are dialled again.

3. DNP(do not disturb)- In this section an call has been placed but the CX didn't picked up the call or the number is switched off.

4. RESCHEDULED- In this slot that calls are placed where session and all details about the session are pitched but the Cx is not available at the given slot so the meeting is rescheduled for some other time.

5. NOT INTERESTED- Those leads are send into this slot where conversation has been made with the CX but the CX is not interested in the session or anything related to the product.

6. DISQUALIFIED- those leads are send to this slot like details of CX is wrong or the CX is not picking up from last7-8 days continuously.

7. HOME CONDUCTION- Those leads or CX where the parents or customer have agreed to attend the conduction meeting. Those customer who have booked a slot with the academic advisor.
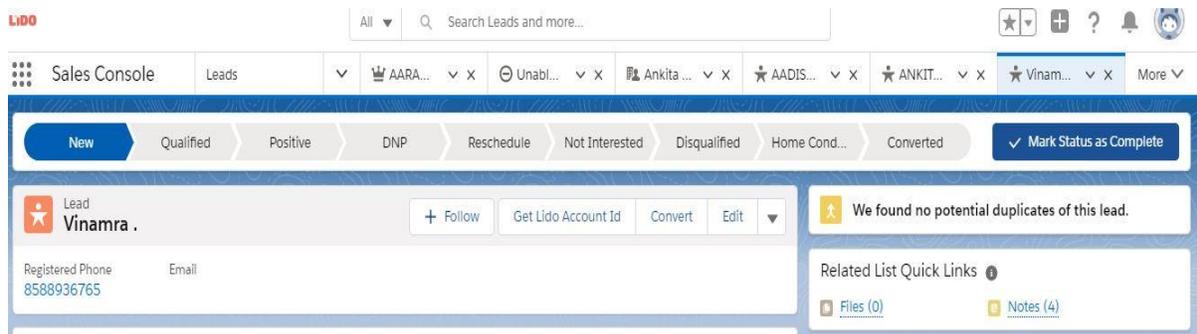

FIG7.1.3 STAGES OF LEAD

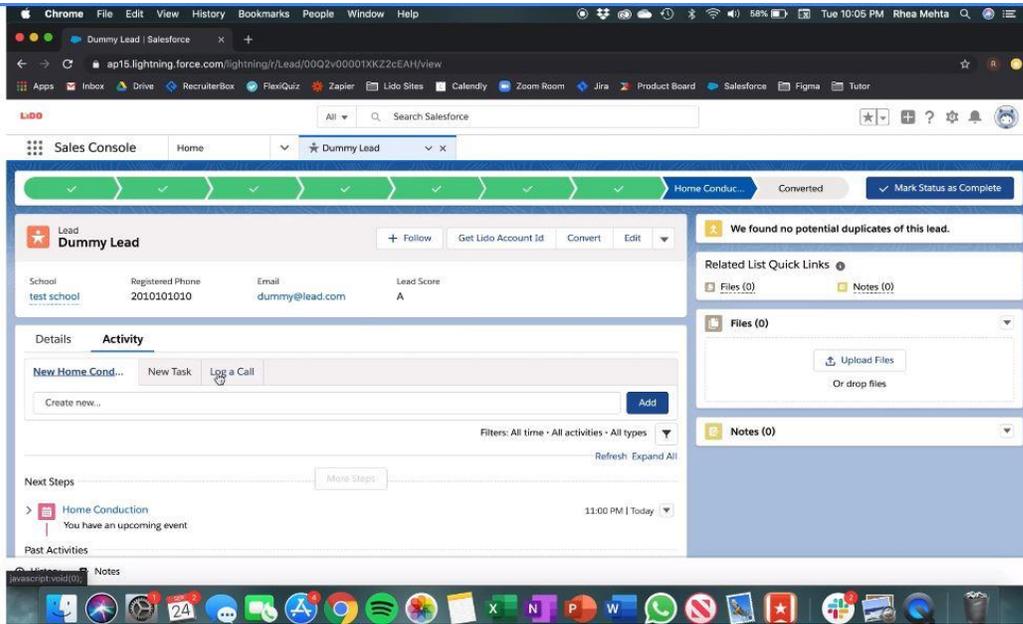This is how stages are changed from one stage to another

FIG7.1.4 GREEN TICK STAGE CHANGE

7.2 ANEYO THE CALLING APP

Ameyo is a client experience stage that helps undertakings of all sizes to associate, serve and bolster their clients. Established in 2003 as Drishti-Soft with a dream to manufacture world-class Enterprise items from India, and re-marked in 2010 as Ameyo, it is an incredible and profoundly adaptable one-stop answer for all your contact place needs that lets the organizations have customized communication with each client over various channels, in this way driving client commitment.

Planned on most recent and powerful innovation, Ameyo conveys client commitment arrangements which help organizations to improve efficiency and gainfulness and meet their general objectives of client procurement and maintenance, rehash deals and ordering and business process robotization. Ameyo has a long-standing history of greatness with long periods

of demonstrated industry involvement with the exceptionally testing and quick paced Customer Experience Management space.

We came in 2003, fabricated a total Contact Center Suite in 2004, propelled Ameyo PACE and Ameyo on Cloud in 2010. Inside a range of five to six years, we propelled a definitive Omni-channel and Customer Experience arrangement as Ameyo Omni and Fusion CX, separately. With over 2000+ clients in across different verticals, for example, Banking, BPO, E-business, Financial Services, Telecom, Travel and Tourism, Healthcare, and Retail, this is only the start of our excursion to be the most creative and client driven worldwide Contact Center transformers.

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 likewise for future reason.

Ameyo has a long-standing history of greatness with long stretches of demonstrated industry involvement with the extremely testing and quick paced Customer Experience Management area. We came in 2003, manufactured a total Contact Center Suite in 2004, propelled Ameyo PACE and Ameyo on Cloud in 2010. Inside a range of five to six years, we propelled a definitive Omni-channel and Customer Experience arrangement as Ameyo Omni and Fusion CX individually. This is only the start of our excursion to be the most inventive and client driven worldwide Contact Center transformers.

CONCLUSION

Working for lido organization was challenging because as we all know sales is all about challenges and overcoming those challenges. LIDO LEARNING is a start-up which is continuously growing day by day in the field of online education platform with start-ups come great challenges and solutions for those great challenges. As a part of the organization how we can work in team and how to survive in a professional world. As working in sales and marketing my communication skills got improved as well as my confidence and my personality. We all know sales is one of the toughest job out there which requires great communication skills and a power to make the customer understand how the thing can be useful for him/her. Sales is all about making a connection with the customer i.e to be on the same page with the customer so the customer can see things from your point of view.

We had a one week training in the very beginning where we got to learn the calling pitch as well as the conduction strategy.

In ED.TECH industry 40% sales chances depends on the calling for example if the conversation is good with the customer which is the customer understands how the classes can help his or her children in a better way and the customer thinks the way you want him to think half of the sale is done on the call. In a conduction you have to just generate the need and a sale is closed.

While calling what you have to keep in mind is the reason for the call is not to sell something but to get to know the problem parent is facing in child's education , the main motive behind the call initially is to make the parent feel that the advisor is there to help the child.

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