

# **Prepflix Sales Team Playbook**



# 1. Overview and Objectives

## Primary Objective

Set up outbound calls to invite students for a demo session and convert them into final sales.

## Specific Goals

1. Standardize the outbound calling process to ensure consistency and effectiveness.
2. Provide clear guidelines for inviting students to demo sessions.
3. Outline strategies for converting demo participants into paying customers.
4. Equip the sales team with tools and scripts to handle common objections and questions.
5. Establish performance metrics to measure the success of the sales process.

## 2. Target Audience

### Target Customers

B.Tech 3rd-year students from CSE and allied branches.

### Common Challenges/Objections

1. **Uncertainty about Study Material:** Students are often unsure about what specific topics to focus on for campus placements.
2. **Low Average CTC:** Many students receive low average CTC offers during campus placement drives.
3. **Retention Issues:** Students struggle to remember much of the material taught during their B.Tech courses.
4. **Difficulty in Cracking Top Companies:** Despite opportunities, many students find it challenging to secure positions in top tech companies.
5. **Lack of Institutional Support:** There is often inadequate support from colleges in terms of placement preparation and guidance.
6. **Need for Guided Path and Revision:** Students require a structured path and regular revision to effectively prepare for placements.

## 3. Sales Process

### Stages of Sales Process

#### 1. First Call - Reminder for Demo Session:

- **Action:** Call students in the morning to remind them of the free demo session scheduled for the day.
- **Additional Step:** Send a WhatsApp message containing details about the demo session and the Zoom meeting link. Ask the student to open the message and confirm receipt.
- **Objective:** Ensure students are aware and remember the demo session, and confirm they have the necessary details.

#### 2. Second Call - Pre-Demo Reminder:

- **Action:** Call students a few minutes before the demo session starts to remind them once more.
- **Objective:** Increase attendance by providing a timely reminder.

#### 3. Third Call - Post-Demo Sales Call:

- **Action:** Call students after they have attended the demo session to discuss their experience and encourage them to make the final purchase.
- **Objective:** Convert demo attendees into paying customers.

#### 4. Fourth Call - Follow-Up for Non-Buyers:

- **Action:** Follow up with students who did not make a purchase after the demo session.
- **Objective:** Address any concerns or objections and attempt to convert them.

### Additional Strategy

#### ● Repeated Invitations:

- **Action:** If a student indicates they will attend on a specific day (Day X) during the first call, include them in the demo session for Day X.
- **Objective:** Try to get a student to attend the demo class up to three times, increasing the chances of conversion.

## 4. Sales Techniques and Strategies

### Successful Techniques/Strategies

- **Personalized Communication:** Tailor your messages and calls to address the specific challenges and goals of each student.
- **Building Rapport:** Establish a connection with students by showing genuine interest in their success.
- **Clear Value Proposition:** Clearly articulate how your demo session and course will help students overcome their challenges and achieve their goals.
- **Follow-Up:** Consistently follow up with students to address any concerns and reinforce the benefits of your solution.

### Preferred Methods/Frameworks

- **SPIN Selling:** Use the SPIN Selling technique to guide your conversations and uncover the needs of the students.
  - **Situation Questions:** Understand the student's current situation.
  - **Problem Questions:** Identify the problems or challenges they face.
  - **Implication Questions:** Explore the implications of these problems.
  - **Need-Payoff Questions:** Highlight the benefits of your solution.

### Application for Sales Team:

#### 1. Situation Questions:

- Example: "Can you tell me about your current preparation for campus placements?"
- Goal: Gather basic information about the student's preparation status.

#### 2. Problem Questions:

- Example: "What specific challenges are you facing in your preparation?"
- Goal: Identify the student's pain points and areas where they need help.

#### 3. Implication Questions:

- Example: "How do you think these challenges will affect your chances of getting a good placement?"

- Goal: Make the student aware of the consequences of their challenges.

#### 4. **Need-Payoff Questions:**

- Example: "How would attending our demo session and following our guided path help you overcome these challenges?"
- Goal: Highlight the benefits of your demo session and course, showing how it addresses their specific needs.

#### **Successful Techniques/Strategies:**

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## **5. Tools and Resources**

#### **Tools/Software**

- **CRM System:** Provided by the Dial Desk.

#### **Templates/Resources**

- **Website Link:** Ensure the sales team includes this in their communications. Link: <https://prepflix.co.in/>
- **Brochure:** Use this to provide detailed information about the demo session and the course offerings.  
Link:

<https://drive.google.com/file/d/1eMhIhVh1m4y-UCUIGmeGanMzyHEztNYN/view>

## 6. Metrics and KPIs

### Key Performance Indicators (KPIs)

1. **Percentage of Students Attending the Demo:** Measure the effectiveness of the initial outreach and reminders.
2. **Percentage of Students Converted After Demo:** Track the success rate of converting demo attendees into paying customers.

### Review Frequency

- **Bi-weekly:** Regularly review these metrics to monitor performance and make necessary adjustments.

## 7. Training and Development

### Training and Onboarding

- Handled by DIAL DESK.

## 8. Sales Scripts and Messaging

### Key Phrases/Value Propositions to Highlight

- "Expert Faculty: Learn from top educators."
- "Regular Tests: Assess and track your progress."
- "Doubt Clearing Sessions: Get personalized support."
- "Resume Building: Craft an outstanding resume."
- "Comprehensive Prep: Everything you need under one roof."
- "Mock Interviews: Simulate real-life scenarios to prepare you thoroughly."
- "Soft Skills Training: Enhance your communication and leadership abilities."
- "In-Depth Aptitude Training: Make complex concepts simple."

- "Comprehensive DSA Coverage: Ensure easy understanding for everyone."

## 9. Handling Objections

### Common Objections and Responses

1. **Objection:** "I don't have time today for the demo."
  - **Response:** "No worries! We can reschedule your free demo for a time that works better for you. How about tomorrow? We want to ensure you have the opportunity to see how our program can benefit you."
2. **Objection:** "The course is expensive."
  - **Response:** "I understand your concern. For just Rs. 500, which is about the cost of one dinner or an outing, you get access to a trial period that could transform your career. After the trial, if you see the value and find it suitable, you can enroll in the full course. It's a small investment for potentially significant returns in your future."
3. **Objection:** "I don't have time to attend classes."
  - **Response:** "I completely understand. Preparing for placements does require time and effort. Our course is designed to be a one-stop solution, saving you time from curating material from various sources. Our experts have compiled everything you need, so you only need to focus on attending the classes. By doing so, you can see a significant improvement in your CTC, often up to 300%."
4. **Objection:** "I don't find courses important."
  - **Response:** "I get where you're coming from. However, consider this: the average CTC at your college is around 3 LPA, while our students achieve an average of 15 LPA, with some reaching as high as 60 LPA. If you want to substantially increase your chances and really level up, this course is designed to do just that."
5. **Objection:** "I have done all the preparation; I don't need the course now."
  - **Response:** "That's great to hear! Our course can still provide immense value. It includes a revision test to help you assess your preparation and see how you compare with your peers. We also help identify and fill any gaps in your knowledge. Many students who

have already started their preparation find our course useful for fine-tuning and leveling up their readiness."

## 10. Reporting and Feedback

### Reporting Process

- **Weekend Physical Meetings:** The sales team will report their activities and results during a physical meeting held on weekends. This allows for a comprehensive review of the week's performance.

### Feedback Process

- **Physical Meetings:** During the weekend meetings, team members will also provide and receive feedback. This ensures that everyone is aligned and can address any issues or improvements needed promptly.

## 11. Compliance and Ethics

### Current Guidelines

- Always be respectful
- Limit false promises

**(We will work on this later, skip for now)**

## 12. Customer Relationship Management

### Maintenance Strategies

- **Regular Check-Ins:** Schedule periodic calls or messages to check in on their progress and satisfaction.
- **Exclusive Updates:** Keep them informed about new features, courses, or benefits available to them.
- **Personalized Support:** Offer personalized assistance for any issues or additional guidance they may need.



## Follow-Up Strategies

- **Scheduled Follow-Ups:** Set reminders for follow-up calls or messages after significant milestones (e.g., post-demo, post-purchase).
- **Feedback Requests:** Regularly ask for feedback to understand their experience and areas for improvement.
- **Special Offers:** Provide exclusive offers or discounts to encourage continued engagement and referrals.



# FAQs

## FAQ for Students

### 1. What is Prepfix?

- **Response:** Prepfix is a leading institute for placement preparation. We offer comprehensive training in aptitude, soft skills, and data structures and algorithms (DSA) to help you excel in campus placements.

### 2. How can I benefit from the Prepfix course?

- **Response:** Our course is designed to provide everything you need for successful campus placements. You will benefit from expert faculty, regular tests to track your progress, doubt clearing sessions, resume building workshops, and mock interviews that simulate real-life scenarios.

### 3. What topics are covered in the course?

- **Response:** The Prepfix course covers the following topics:
  1. **Data Structures and Algorithms (DSA):** Comprehensive DSA coverage ensures easy understanding for everyone.
  2. **Aptitude:** In-depth aptitude training, essential for placements, making complex concepts simple.
  3. **Soft Skills:** Enhance your communication and leadership abilities, crucial for successful placements.
  4. **Resume Making:** Craft outstanding resumes that stand out to employers.

### 4. What is the duration of the course?

- **Response:** The duration of the course is 3 months.

### 5. What are the timings for the classes?

- **Response:** The classes are scheduled from 8:30 PM to 10:30 PM.

### 6. How many classes are there in a week?

- **Response:** There are 3 classes per week.

## 7. What is the duration of the course?

- **Response:** The duration of the course varies depending on the specific program you choose. Please visit our website or contact us for detailed information about the course duration.

## 8. What are the timings for the classes?

- **Response:** Class timings are designed to be flexible to accommodate students' schedules. Please check our website or contact us for the latest class schedules.

## 9. How much does the course cost?

- **Response:** The cost of the course is Rs. 24,999, but we offer a trial period for just Rs. 500. This trial period allows you to experience our program and see the value it provides before committing to the full course.

## 10. Can I attend a demo session before enrolling?

- **Response:** Yes, we offer free demo sessions to help you understand how our course can benefit you. You can register for a demo session on our website or by contacting us directly.

## 11. What if I miss a class?

- **Response:** We understand that you may have other commitments. Recorded sessions and additional doubt clearing sessions are available to ensure you do not miss any important content.

## 12. How is Prepflip different from other placement preparation courses?

- **Response:** Prepflip stands out due to our comprehensive approach, experienced faculty, personalized support, and proven track record of success. Our students achieve higher average CTCs and secure positions in top tech companies.

## 13. What kind of support will I receive during the course?

- **Response:** You will receive continuous support through doubt clearing sessions, regular tests, personalized feedback, and guidance from our expert faculty. We also provide resume building workshops and mock interviews to fully prepare you for placements.

## 14. How can I enroll in the course?

- **Response:** You can enroll in the course by visiting our website and completing the registration process. You can also contact us directly for assistance with enrollment.

## 15. Are there any prerequisites for joining the course?

- **Response:** There are no specific prerequisites for joining the course. We welcome all B.Tech 3rd-year students from CSE and allied branches who are preparing for campus placements.

**16. How do I know if this course is right for me?**

- **Response:** If you are serious about securing a good placement and want comprehensive preparation in aptitude, soft skills, and DSA, then this course is right for you. Our free demo session is a great way to experience the value of our program before making a decision.

**17. What is the success rate of students who complete the course?**

- **Response:** Our students achieve an average CTC of 15 LPA, with some securing positions with CTCs as high as 60 LPA. Many of our students have successfully secured positions in top tech companies.

