**Masai B2C - Live Call Do’s & Don’ts Guidelines**

**1. Talk Ratio Benchmarks - Listen More Than You Pitch**

**Do:**

* Aim for a **60:40 ratio** - let the learner speak for 60% of the time.
* Ask **open-ended questions** to encourage the learner to share goals, background, and challenges.
* Use **active listening cues** (“I see…”, “That makes sense…”) before responding.

**Don’t:**

* Overwhelm with a non-stop pitch without understanding learner needs.
* Interrupt or finish the learner’s sentences.
* Treat the call as a scripted monologue.

**2. Tone & Empathy Best Practices**

**Do:**

* Maintain a **warm, conversational tone** - be approachable, not robotic.
* Use the learner’s name naturally in conversation.
* Show empathy by **acknowledging their challenges** before offering solutions.
* Keep pace moderate - **don’t rush through details**.

**Don’t:**

* Sound impatient or dismissive when learners ask repeated questions.
* Use overly casual or slang language.
* Speak in a monotone or “reading from a script” voice.

**3. Compliance Checklist *(Must follow every call)***

**Do:**

* Clearly state **Masai’s role** in the profgram, not the certifying institution.
* Avoid placement/salary guarantees - use compliant language: *“placement support”*, *“career guidance”*.
* Be transparent about program fees, refund policies, and timelines.
* Present the ₹99 qualifier as a **fit assessment step**, not a revenue tool.

**Don’t:**

* Say “You will get placed for sure” or “Only 2 seats left - pay now.”
* Claim to be from IIT/IIM or overstate institutional involvement.
* Promise outcomes that aren’t documented in official materials.

**4. Call Recordings & Updating**

**Do:**

* Ensure **call recording is ON** at the start of the session.
* Save recordings in the designated **Drive** folder with **Counsellor Name + Date + Lead Name** format.
* Update Google sheet notes immediately after the call - include **learner needs, objections raised, and next steps**.

**Don’t:**

* Store recordings locally or share them outside approved channels.
* Delay sheet updates until the end of the day - this risks losing critical details.
* Record without prior consent if required by policy.

Masai B2C - Live Call Do’s & Don’ts Quick Reference Guide

# Talk Ratio Benchmarks

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| --- | --- |
| **Do’s** | **Don’ts** |
| Aim for a 60:40 ratio — learner speaks 60%, you speak 40%. | Overwhelm the learner with non-stop pitch. |
| Ask open-ended questions to understand learner needs. | Interrupt or cut off learners mid-sentence. |
| Use active listening cues before responding. | Deliver a scripted monologue without engagement. |

# Tone & Empathy

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| **Do’s** | **Don’ts** |
| Maintain a warm, conversational tone. | Sound impatient or dismissive. |
| Use the learner’s name naturally. | Use slang or overly casual language. |
| Acknowledge challenges before offering solutions. | Speak in a monotone or robotic tone. |
| Keep pace moderate and clear. |  |

# Compliance Checklist

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| **Do’s** | **Don’ts** |
| State Masai’s role as delivery & outcomes partner. | Say 'You will get placed for sure' or create fake urgency. |
| Avoid guarantees — use 'placement support', 'career guidance'. | Claim to be from IIT/IIM or misrepresent partnerships. |
| Be transparent about fees, refunds, and timelines. | Promise undocumented outcomes. |

# Call Recording & Updating

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| **Do’s** | **Don’ts** |
| Ensure call recording is ON at session start. | Store recordings locally or share externally. |
| Save recordings with Counsellor Name + Date + Lead Name. | Delay CRM updates until end of day. |
| Update CRM notes immediately after the call. | Record without required consent. |