**Masai B2C – Objection Handling Handbook**

**1) Top 15 Common Objections Across All Courses**

Below are the most frequent objections/questions you may encounter across IIT, IIM, BitSoM, XLRI, and SP Jain programs.

1. Why is the course so expensive?
2. Is there a placement guarantee?
3. What is Masai’s role in the program?
4. Can you describe the counselling process?
5. What will I get after this course in terms of work experience?
6. Is it really from IIT? I can’t find it on the institute website.
7. Is the ₹99 refundable?
8. This course looks very technical — how will I start from basics?
9. Why is the course cheaper in India (asked by international clients)?
10. Will I get mentor support?
11. Will I get funding for my start-up? (XLRI/Entrepreneurship program)
12. How can Masai help in placements?
13. Why should I pay and book my slot now?
14. What’s the difference between a batch and a cohort, and how many people will be in my class?
15. Why do I have to pay GST? Isn’t education exempted?

**2) Framing Templates – Hear → Reframe → Reassure**

This is the **H-R-R Framework** to keep every response compliant, value-driven, and conversational.

**1. Why is the course so expensive?**

* **Hear:** “I understand cost is an important factor for you.”
* **Reframe:** “This is not just a set of classes - it’s a certified program from [IIT/IIM/BitSOM] with live mentorship, industry projects, and placement support for over 7CGPA\*.”
* **Reassure:** “Our learners see it as an investment because the skills and portfolio they build help them unlock better career opportunities through Masai’s learning platform and a Top Tier Institutes education.”

**2. Is there a placement guarantee?**

* **Hear:** “It’s natural to want clarity on outcomes.”
* **Reframe:** “While we don’t guarantee jobs, we provide dedicated placement support, mock interviews, and networking opportunities for eligible students”
* **Reassure:** “Over 8,000 learners have successfully transitioned into new roles using our portfolio-based approach and extensive industry partnership.

**3. What is Masai’s role in the program?**

* **Hear:** “Good question - it’s important to know who you’re learning from.”
* **Reframe:** “Masai is the official delivery and outcomes partner for this course.”
* **Reassure:** “We handle live sessions, mentorship, learner tracking, and support, while the certification comes directly from [Institute].”

**Example: “Is the ₹99 refundable?”**

* **Hear:** “No, I can clarify that for you.”
* **Reframe:** “It’s a qualifier exam fee – and is not refundable.
* **Reassure:** “It’s designed to ensure only serious candidates book slots, keeping sessions focused and productive.”

**4. Can you describe the counselling process?**

* **Hear:** “Of course — let me break it down for you.”
* **Reframe:** “First, you clear the ₹99 qualifier, then attend a counselling session where we understand your goals and match you to the right program.”
* **Reassure:** “It’s a personalised process to ensure you’re not just enrolling, but joining the course that will deliver maximum value for you.”

**5. Can you describe the counselling process?**

* **Hear:** “Of course - let me break it down for you.”
* **Reframe:** “First, you clear the ₹99 qualifier, then attend a counselling session where we understand your goals and match you to the right program.”
* **Reassure:** “It’s a personalised process to ensure you’re not just enrolling, but joining the course that will deliver maximum value and outcomes for you.”

**6. Is it really from IIT? I can’t find it on the institute website.**

* **Hear:** “I understand why you’d want to verify that.”
* **Reframe:** “This is a certified program by [Institute] in partnership with Masai. Some institutes list such programs on their continuing education or outreach pages, not their main academic course list.”
* **Reassure:** “You can always verify our partnership through the program brochure or by contacting the institute’s executive education department.”

**7. Is the ₹99 refundable?**

* **Hear:** “No, I can clarify that for you.”
* **Reframe:** “It’s a qualifier exam fee – and is not refundable.
* **Reassure:** “It’s designed to ensure only serious candidates book slots, keeping sessions focused and productive.”

**8. This course looks very technical - how will I start from basics?**

* **Hear:** “That’s a common concern, especially for beginners.”
* **Reframe:** “Our programs start with foundational modules to build basic skills before moving to advanced topics.”
* **Reassure:** “You’ll also have mentor support and recorded resources to revisit concepts at your pace.”

**9. Why is the course cheaper in India (asked by international clients)?**

* **Hear:** “That’s an interesting observation.”
* **Reframe:** “Pricing is based on regional markets to make the program more accessible to local learners.”
* **Reassure:** “Regardless of location, all learners receive the same high-quality content, mentorship, and certification.”

**10. Will I get mentor support?**

* **Hear:** “Absolutely, and I’m glad you asked.”
* **Reframe:** “Every learner is assigned mentors for academic support, project reviews, and career guidance.”
* **Reassure:** “Mentorship is a core part of the program - you’ll never be learning alone.”

**11. Will I get funding for my start-up? (XLRI/Entrepreneurship)**

* **Hear:** “It’s great that you’re already thinking about applying your learnings.”
* **Reframe:** “The program doesn’t directly provide funding, but it gives you access to pitching opportunities, mentors, networks and an actual demo day”
* **Reassure:** “Many learners have used these connections to secure funding after completing their program.”

**12. How can Masai help in placements? (If I meet the placement criteria)**

* **Hear:** “Happy to explain our placement process.”
* **Reframe:** “We connect learners with hiring partners, conduct mock interviews, and help polish portfolios. We have more than 5000. Hiring partners already associating with us”
* **Reassure:** “Placement support continues beyond the course, ensuring you have guidance even after graduating.”

**13. Why should I pay and book my slot now?**

* **Hear:** “It’s always good to make informed decisions.”
* **Reframe:** “Booking now secures your seat in the upcoming cohort and locks in the current fee.”
* **Reassure:** “It also gives you early access to prep materials so you can start building momentum before classes begin.

**14. What’s the difference between a batch and a cohort, and how many people will be in my class?**

* **Hear:** “Let me clarify that for you.”
* **Reframe:** “A batch is the overall intake for a given period, while a cohort is your specific learning group within it.”
* **Reassure:** “Cohorts are kept to an optimal size to ensure interaction and personalised attention. We have kept our arrangements in a way, such that you will not have more than 60-70 students in doubt clearing sessions”

**15. Why do I have to pay GST? Isn’t education exempted?**

* **Hear:** “I understand GST can be confusing.”
* **Reframe:** “While traditional degree programs may be exempt, professional and executive education programs attract GST as per government norms.”
* **Reassure:** “This is standard practice for all certified upskilling programs in India, and the GST goes directly to the government.”

**3) What Not to Say (Compliance Flags)**

These are **non-compliant statements** that can damage trust, mislead learners, or breach partner guidelines.

**Placement & Salary Claims**

* “You will definitely get placed.”
* “You can expect a salary of ₹X–₹Y after this course.”

**Institution Misrepresentation**

* “We are from [IIT/IIM/etc.], We can say “On behalf of IIT. We are not allowed to do so for IIMs
* “This course is run entirely by IIT faculty.” (Certain courses are partly run)

**Urgency Pressure**

* “Only 2 seats left, you must decide now.”
* “If you don’t pay today, you’ll lose your chance.”

**Incorrect Policy Statements**

* “You don’t have to pay GST.”
* “The ₹99 is refundable any time without conditions.”

I**nstead**, focus on:

* Verified facts
* Transparent processes
* Value-driven framing
* Documented policies