**Call-Pitch Flow Chart**

**Awareness 1:**

Make them aware about the technology & ask what attracted them to book the demo session

**Awareness 2:**

Make them aware about our curriculum head and our organization’s vision

**Probing and Analysis of Child:**

How is Child in Studies? Do not take Ok, Average and Good as answers. Ask questions like, "Which particular Subject he/she is more interested in and which subjects is he/she having a difﬁculty."

Have a proper discussion about the categorization of kids in this age group and their mindset and way of learning

**Continue Probing**

**Probing and Analysis of Child:**

Who takes care of the child's academics? Ask whether the child is going to any tuitions?

Explain the importance of Self-Studies (50%) and Studies with the help of Teachers (School & Tuitions)

Now due to this situation of COVID-19, learning from school is not getting fulﬁlled

**Rapport Building and Need Generation**

**Decision Analysis:**

Parent Engaged in Conversation?

or taking interest?

**Rapport Building:**

A Bit of Product Pitching, and details about the child's interests and participation in extra-curricular activities

What steps have you taken to improve her learning and curiosity in the subjects? How is it working out for you?

**Some Points:**

1. **Based on Current Situation:** Since no one has any idea when schools/institutes shall resume, Edurific shall give you a 360 degree learning solution.
2. **Visualization/Basics/Concepts:** Good alternate to learn difﬁcult concepts without any help. Pitch live session.
3. **Parent Connect, Student Portal:** to keep a track of child's progress so that even parents can also contribute in a better way.
4. **Product Expert/Mentor Assistance:** To help you out with:
   1. Understanding the Program end to end, from unboxing to the proper familiarity with all the features.
   2. To take care of Academic and Non-Academic needs of the child
5. **Tutor:** Real-time lecture, visual diagrams, problem solving and doubts by certiﬁed teacher which helps the students with:

-Ensuring usage of Tab when parents are busy/not involved

-Sets a routine and discipline

-Topic Choice Flexibility

1. **Customization & Personalization:** Customized as per the school curriculum (CBSE/ICSE/State), and the program adapts according to the child's grasping and learning pace.
2. **Step by Step Clarity:** By asking a few questions after every small video to ensure the child's understanding and retention of that particular topic.

Need Mapping

& Product Pitching

Yes No

Do Not Pitch the Program. Book the demo session for parent to Go through it once, send an email and WhatsApp message.

Yes

No

Pitch for booster course and do analysis