1. Call Opening – Who, Where & Why (With Energy + Personalization)

"Hello! Hi, am I speaking with Amit?"
(Pause and wait for learner's confirmation)

"Perfect, thank you for confirming."
(Smile in your tone)

"A very good [morning/afternoon/evening], Amit. My name is [Your Name], and I'm a Career Counselor from the Coding Ninjas Job Bootcamp Team. Hope you're doing well today!"

"*I can see that you have registered for our Data Analytics Job Bootcamp webinar and have shown interest on our platform. Are you looking forward to making your career in the Data Analytics domain, or maybe you want to understand more about the Data Analyst job* role?"**
(Pause and wait for a response – let the learner speak)

"Awesome, thank you for confirming that."
(Acknowledge warmly)

"So Amit, since you've shown interest in exploring these programs, I've reached out personally to help you understand everything about the course structure, the learning journey, and most importantly – how this program can help you achieve your specific career goals."

End of Introduction – 3 Possible Learner Scenarios

(1) Learner is not interested and wants to disconnect the call

Expected Response by Counselor:

"I completely understand, Amit. Just to clarify—this isn't a sales call. I noticed that you had attended our webinar and shown interest in Data Analytics. I genuinely want to help you

understand whether this path is worth pursuing for your career goals."

(In case you have the access to his/her profile details) "In fact, if I may quickly add, I can see you've been working at [Company] for the last [X years] with a CTC of around [₹X]—we've helped many professionals from similar backgrounds make successful career transitions, even doubling their salaries. Would you be open to hearing how that worked?"

If still uninterested: Respectfully close with:
"No problem at all. If you need any guidance in the future, feel free to reach out. Have a great day, Amit!"

---

(2) Learner is busy and requests a call back

Expected Response by Counselor:

"Totally understand, Amit. I'll just take a few seconds to quickly verify a couple of details so I can be better prepared for our next conversation—may I know your current job role and experience?"

(Capture basic info quickly without pushing further)
"Thanks for sharing that. I'll schedule a follow-up call for [repeat suggested time]. You'll receive a confirmation message shortly. Speak to you then!"

---

(3) Learner is open to continuing the conversation

Expected Response by Counselor:

"That's great to hear! So before I take you through the course details, I'd love to understand your background a bit more to ensure this is aligned with your goals. Shall we begin?"

Proceed to **Profiling Section**

---

2. Profiling – Understanding Eligibility, Career Stage & Financial Readiness

> **"Perfect, so before I guide you further and help you evaluate if this program is the right fit for you, I'd like to understand your background a little better – that way I can share the most relevant information with you."**
> *(Pause for a quick acknowledgement like "Sure" or "Okay")*

Education & Qualification

> **"To begin with, may I know your highest qualification and the year you completed it?"**

Current Role & Work Experience

> **"Are you currently working or exploring opportunities?"**
> *(If working)*
> **"What is your current job role and which company are you working with?"**
> **"How many total years of experience do you hold?"**

Current Technology Exposure (if working)

> **"And what technologies or tools are you currently working with?"**

Financial Planning / CTC

> **"Just to understand your financial planning flexibility, could you tell me your current CTC or monthly income range?"**

(If the learner is a fresher or student)

> **"Got it, and since you're currently a student, may I know what your parents do for a living? Just helps me understand if you'll be receiving support from them for this upskilling journey."**

Acknowledgement Before Moving On

> **"Thank you for sharing that, Amit. That gives me a fair idea of your profile and where you stand right now."**
> *(You may also paraphrase key points: "So if I got that right, you've completed [degree], currently working as [role] with [X years] of experience in [tools/tech], and your current CTC is around [X].")*

3. Probing – Identifying Awareness, Motivation & Decision Barriers (PIRC- Problem-Impact-Root cause- consequences)

> "Now that I have a fair idea of where you're coming from, I'd love to understand what triggered your interest in this program."

Ask in this flow:

- "How did you come across this career path – were you referred by a friend, or did you research it yourself?"

- "Do you have any prior exposure to this field – maybe some YouTube tutorials, projects, self-learning attempts?"

- "What's driving you to make this switch or upskill? Is it stagnation in your current job, a desire to explore tech, or a need to future-proof

your career?"

- "What's been stopping you from starting this journey earlier? Have you explored other platforms or courses?"

- "What were the challenges – price, lack of clarity, fear of coding, time issues?"

- "Are you doing anything at the moment to prepare – maybe watching videos or reading blogs?"

- "Since when have you been thinking about this change?"

Note down the exact words used by the learner – these are the pain points you will solve later. Respond empathetically:

"That's completely valid." / "A lot of learners we speak to share the same concern initially."

---

4. Bridging the Gap – Domain Clarity, Growth, & Dream Selling

"Thank you for opening up and being honest. Based on what you've told me, I can already see that you're at a very important decision point in your career. So let me help you understand why this move makes so much sense..."

If learner is interested in Data Analytics:

"In today's data-driven world, companies rely heavily on data analysts to make real-time decisions — from understanding customer behavior to forecasting business performance. In every sector — finance, healthcare, e-commerce, logistics — there's

massive demand for people who can interpret data, visualize insights, and help organizations grow."

"You don't need to be from a tech background to do this — what you need is logical thinking, a willingness to learn, and the right training. And the career outcome? High-growth roles like Data Analyst, Business Analyst, MIS Analyst, with average salaries starting from 6–10 LPA and only rising with experience."

If learner is interested in Full Stack Web Development:

"Full Stack Developers are the backbone of any modern company — because they can build both the front-end (user experience) and back-end (functionality). That flexibility is gold in today's market. Whether it's a startup or an MNC — everyone is looking for skilled developers who can ship fast, collaborate cross-functionally, and solve real user problems."

"With the right projects and mentorship, you can land roles in product-based companies or tech giants with starting salaries ranging from 6 to 12 LPA and high long-term stability."

"What I'm trying to say is — this isn't just another course. It's a chance to rewrite your career narrative. And that's what we're here to help you do."

---

5. Solution Pitch – Recap of Learner Profile + Course Overview

"Now, you mentioned you're currently [recap profile]... and your major concerns were [recap challenges – time, affordability, tech fear, clarity, etc.]."

"We've worked with thousands of learners like you – and not only helped them master the tools and concepts, but also guided them step-by-step until they cracked their dream jobs."

Course Overview (Example for Data Analytics):

- Duration: 6 months of live classes, 3 times a week

- Class Timing: Post-work hours – 9 PM to 11 PM

- Tools Covered: Excel, SQL, Python, Power BI, Generative AI, ChatGPT Prompting

- Approach: Case study–based learning with real datasets and business use-cases

- Support: Dedicated doubt support from 10 AM to 12 midnight via chat/audio/screen-share

Course Overview (Example for FSD):

- Duration: 9 months + 21 months access

- Model: Blended learning (recorded + live sessions on alternate weekends)

- Tech Stack: HTML, CSS, JavaScript, React, Node.js / Java Spring Boot

- Extras: System design, DBMS, DSA – all included for interview readiness

---

6. Placement Support – Career Transition Enablement

"The highlight of this program is our career transition support – and here's what that includes:"

- Dedicated Placement Team

- 10 One-on-One Mock Interviews with real hiring managers

- 10 Expert Sessions on case studies and interview prep

- Profile Building: LinkedIn, Resume, GitHub, Naukri – all optimized

- Exclusive Job Portal: Daily job opportunities posted

- Skill Report Visibility on Naukri.com — gives you an edge in recruiter searches

"We don't just leave you after course completion – we walk with you until you land your first job."

---

7. Program Fee + Scholarship + EMI (In case of FSD explain the fee accordingly)

"Now, let me quickly summarize everything you're getting: a structured learning journey, real-world projects, mentorship, expert sessions, and complete placement support."

"The total program fee is ₹1.5 Lakhs – but based on your profile, you're eligible for a special scholarship of ₹25,000, which brings it down to just ₹1.25 Lakhs."

"And to make it even more manageable – we offer multiple EMI plans:"

- No-Cost EMIs: 3, 6, 9, 12 months

- Standard EMIs: 18 to 36 months

"There's also a refund policy if your plans change early in the program."

"To process the scholarship, we'll just need your ID, address proof, and your last qualification document."

---

8. Video Call Pitch – Next Step Towards Enrolment

"Now [Learner's Name], I understand that over a call, it's difficult to absorb 100% of what I've shared."

"That's exactly why we conduct a quick video call with our Program Manager. On that call, we will:"

- Walk you through the actual learning platform

- Show how classes, doubt resolution, and projects are structured

- Evaluate your profile for scholarship confirmation

- Discuss your learning goals in detail

"This is also where we finalize your onboarding if everything looks good from your side."

"Can I book a slot for you today at 6 PM or tomorrow morning at 11 AM? Which one would you prefer?"