**Capabl Sales Playbook**  
*"Empowering Engineers. Elevating Institutions. Connecting Industry."*  
Prepared for Capabl Sales & Partnerships Team  
Version 1.0 – August 2025

**2. About Capabl**

Capabl is an engineering ecosystem designed to bridge the gap between classroom learning and industry demands. We provide hands-on training, project-based learning, mentorship, and placement assistance across emerging technologies like EV, AI, Cybersecurity, Full-Stack Development, and Robotics.

**Key Stats**

* 1.5 Lakh+ Careers Transformed
* 600+ Industry Experts
* Presence in 15+ States
* 1000+ Workshops Delivered

**3. Mission & Vision**

**Mission** — To empower every engineering student with industry-ready skills and exposure.  
**Vision** — To become the go-to platform for skill-based engineering education in India by 2030.

**4. Target Audience Profiles**

**a. Student Persona**

* Age: 18–24, B.Tech/B.E. students
* Goals: Skill enhancement, placements, higher education abroad
* Pain Points: Lack of real-world exposure, outdated syllabus
* Buying Trigger: Industry projects, certifications

**b. College Persona**

* Role: HOD, Placement Cell Officer, Principal
* Goals: Higher placement rates, NAAC/NBA/NIRF score improvement
* Pain Points: Industry tie-ups, lab infrastructure gaps
* Buying Trigger: Turnkey workshops, measurable placement improvement

**c. Corporate Persona**

* Role: HR Head, CTO, R&D Lead
* Goals: Access to pre-trained engineers, innovation partnerships
* Buying Trigger: Ready-to-hire talent pool, sponsored research

**5. Unique Value Proposition**

Capabl offers **end-to-end upskilling**:

* **Workshops** — Short-term, intensive skill sessions in trending tech domains
* **xFactor Program** — 2–6 month real industry project experience
* **Placement Assistance** — Resume building, mock interviews, recruiter connections
* **Institutional Support** — Curriculum enhancement, faculty training, lab upgrades

**6. Sales Workflow**

**Step 1:** Lead Generation (Events, Social Media, College Outreach)  
**Step 2:** Lead Qualification (Interest, Budget, Authority)  
**Step 3:** Pitch Presentation (Tailored to persona)  
**Step 4:** Live Demo / Sample Workshop  
**Step 5:** Proposal & Negotiation  
**Step 6:** Closure & Onboarding

**7. Sales Scripts**

**Elevator Pitch (30 sec)**

“Capabl is an engineering ecosystem transforming classrooms into launchpads for careers. With hands-on training, real projects, and industry mentors, we help students land top jobs and institutions boost placements and rankings.”

**Cold Call — College**

* **Opener:** “Hi [Name], this is [Your Name] from Capabl. We work with engineering colleges to bridge the gap between academics and industry skills.”
* **Hook:** “In the last year alone, we helped 50+ colleges improve placements by up to 30% through our workshops and project programs.”
* **Close:** “Can we schedule a 20-minute session to explore how Capabl can help your students achieve better career outcomes?”

**8. Objection Handling**

| **Objection** | **Response** |
| --- | --- |
| “We already have training vendors.” | “We complement existing vendors with industry mentorship, real client projects, and emerging tech areas they may not cover.” |
| “Our students don’t have time.” | “We deliver flexible, modular programs during weekends or semester breaks without disrupting academics.” |
| “Budget is tight.” | “We offer scalable packages — you can start small and expand as results show.” |

**9. Packages & Pricing (Hypothetical)**

| **Package** | **Duration** | **Features** | **Price (INR)** |
| --- | --- | --- | --- |
| Starter Workshop | 3 Days | 1 domain, 20 hrs training, certification | 50,000 |
| Advanced Program | 2 Months | 2 domains, project, mentorship | 1,50,000 |
| Full Ecosystem | 6 Months | 3 domains, project, placement support | 3,50,000 |

**10. Sales KPIs**

* **Lead to Demo Conversion:** 35%
* **Demo to Close Rate:** 50%
* **Average Deal Value:** ₹1.2 lakh
* **Quarterly Revenue Target:** ₹25 lakh per rep

**11. Tools & Resources**

* CRM: Zoho / HubSpot
* Brochures: Latest Capabl PDF Deck
* Case Studies: 5 available for student and institutional success

**Frequently Asked Questions**

**Q1. Who is Capabl’s ideal customer?**  
A: Our services are ideal for working professionals, graduates, and corporate teams seeking skill upgradation in data analytics, AI, and emerging technologies.

**Q2. How long does it typically take to close a B2B deal?**  
A: On average, a B2B partnership closes within 4–6 weeks, depending on the complexity of requirements and negotiation cycles.

**Q3. Can sales reps offer discounts?**  
A: Sales representatives may offer up to 10% discount without manager approval; anything above requires prior authorization.

**Q4. What if a lead is not responding?**  
A: Apply the 3-5-7 follow-up rule:

* Day 3: Send a reminder email.
* Day 5: Call and share additional value resources.
* Day 7: Send a personalized closing email.

**Q5. How do we measure sales success?**  
A: Primary KPIs include conversion rate, average deal size, and monthly recurring revenue (MRR).