Counsellor Onboarding Handbook Masai B2C

# 1. Welcome Note & Role Expectations

Welcome to Masai B2C Sales!

As a counsellor, your role is to guide potential learners toward the right educational decisions by clearly explaining course offerings, resolving doubts, and ensuring ethical and compliant conversions.

* Key Role Expectations:
* Handle 15–20 quality Zoom calls/day\*
* Convert qualified ₹99 exam qualifiers to enrolled students.
* Maintain lead hygiene and update sheets timely.
* Adhere to brand-safe and compliant language.
* Educate, not hard-sell. Emphasize on value offered by the courses.

# 2. Code of Conduct

* Do not make placement or salary guarantees. We provide conditional Placement opportunities and support. Not 100% placement assurance.
* Never impersonate IITs/IIMs or overstate Masai’s role
* Do not collect or misuse personal data like PAN/Aadhaar.
* Be pleasant, respect the caller, lead’s time, and consent for recording.
* Keep conversations professional and inclusive.
* Be in appropriate attire and keep your camera ON.
* Always pay attention to the candidate, avoid free gazing.

# 3. Sales Process Overview

1. Inbound lead from influencer/webinar/ad.
2. Lead books appear for 99₹ qualifier test.
3. Leads book counselling slots.
4. Counsellor connects via Zoom.
5. Conducts user goal discovery, explains course and articulates course value.
6. Handles objections and helps guide seat booking.
7. Follows up post-seat booking → payment or dropout (Done by Finance Team/Retention)

**Masai Sales Funnel**:  
Inbound Lead → ₹99 Qualifier → Slot Booking → Counselling → Conversion

# 4. Overview of Sales KPIs

* Reg Fee Paid
* Rankers
* Counselling slot bookings
* Slots over
* Show/No-Show/Booked
* Selected/Rejected

# 5. Organisational Chart & Escalation Flow

1. Sales Lead: Aatif Hussain (AD-B2C) – Performance reviews, escalation for lead quality
2. Ops & Compliance: Vineet Pandey (AD-Ops) – Retention/Escalation feedback
3. Academic Lead: Supriya Singh (AD-Ops) – Course structure doubts, escalated learner queries
4. Product Escalation: Sourav Das (SDE Teach) – Issues with dashboard or tools