

Aliff Franchise Partner Sales Training

Welcome to Aliff's Franchise Partner Sales Training Program. Once the franchise partners come on board, they ask, "What next?"

What are our roles and responsibilities? How do we progress further? How should we roll out our student enrollment marketing and sales program? How much should we budget towards staff salary, rent, utility, communication, etc.?

Think that the franchisee has to perform only two tasks. The first task is to generate prospective student leads and the second task is to close sales that are counsel students to enroll. These are the only two tasks the franchise partner has to perform. All other tasks like arranging offer letters for admission from universities, assisting in acquiring education loans, arranging student visas at the embassy level, preparing students to study and live abroad etc. are managed by the corporate office which has a document officer, visa manager, student coordinator, etc.

Tell me how to generate prospective student leads.

Generate prospective student leads with the help of digital, social media marketing and advertising campaign. To launch your Ad campaign, you will need to contact our empanelled advertising agency. They will propose 3 media packages with varying budgets. Select the one that suits you best. It is best to select a focus group by selecting a certain discipline and targeting them with your media plan. You need to hire 2 student counselors, and between them, they need to specialize in any 3 topics each, taking due care not to overlap the subjects between them. There are hundreds of programs but you need to focus on any 6 of your choice to ensure marketing success.

Also, organize 'Audis' at the local universities, colleges and technical schools. Audis herein is referred to as organizing small events in academic institutions at their auditorium. During Audi Events request the corporate office to arrange for speakers, locally and from overseas to address a live classroom through web conferencing. Also, request the head office to organize a one-hour master class to attract students to attend. Post the master class, influence students to consider going for higher studies overseas.

The Audi events offer an excellent platform to clear the doubts of the students, and the academicians at their institute, who in turn offer them mentorship and guidance.

Can you guide us as to how to effectively close sales, which is the most important aspect of any business?

To increase lead conversion, prioritize in-person engagement with students and parents at their homes, especially on weekends or holidays when the whole family is available. Face-to-face meetings build relationships, address questions, and overcome objections. Home visits provide valuable insights into their needs. If not feasible, meet at a well-connected coffee shop, which is preferably near a metro station or in a busy centrally located mall. Encourage office visits for decision-makers to witness facilities and interact with staff, fostering trust and enrollment. If in-person meetings are not possible, use online platforms like Google Meet or Zoom Meet, whichever is convenient. Phone persuasion is ineffective and avoidable for the counseling session.

What kind of sales target should we aim for?

You should set a realistic target of 60 student enrollments per annum between your two academic advisors. If the pan-India average conversion ratio from inquiries to sales is 5%, then you should provide them with 1200 high-quality leads in a year.

What kind of infrastructure will I need? How much will I earn?

Create a small, compact office with a comfortable seating area resembling a living room. Equip it with amenities like air conditioning, a coffee vending machine, and a wall-mounted Wi-Fi-enabled monitor for impactful presentations, driven by a mobile phone or a tablet.

Allocate Rs. 15 lakh for annual business expenses, including staff, rent, advertising, and utilities. Aim for 60 student enrollments per annum, generating an annual profit of Rs. 15 lakh after deducting expenses. Prioritize lead generation through home visits, coffee shop meetings, and office visits.

Detailed computation of expenses and profit: -

You should allocate Rs. 1.25 lakh for your business expenses. Here's a monthly breakdown: Rs. 50,000 for 2 sales staff, Rs. 30,000 for rent, Rs. 30,000 for advertising and communication, and Rs. 15,000 for utilities.

Description	Value in lakh
Salary@25000 pm Qty 2 staff	0.5
Lease Rent per month	0.3
Advertising	0.3
Conveyance	0.15
Total	1.25

This sums up to Rs. 1.25 lakh. Keep in mind that this is a general estimate and may vary depending on the city and area. Consider this budget as a helpful guideline.

You will earn approximately Rs 1.25 lakh as your take-home monthly profit, let me explain how:

SALES REVENUE PROJECTION			
SNo.	Description	Monthly	Annually
1	Sales per student enrollment is Rs 1 lac revenue approx. 2 staff put together should get 5 sales pm = Rs 5 Lacs pm revenue. 50% being Unit Franchise share. Therefore, the franchisee will earn revenue Rs 2.5 Lac pm (Includes one sales from Edgeout)	2.5	30
	Total	2.5	30
MONTHLY PROFIT ESTIMATION*			
1	Sales Revenue	2.5	30
2	Operating Expenses	1.25	15
	Profit	1.25	15
* In steady state of business (i.e. post gestation period)			

It is projected that each student enrollment generates around Rs 1 lakh in revenue, and with two staff members' working together, their goal is to achieve five sales per month, resulting in Rs 5 lakh in revenue. The unit franchisee receives a 50% share, amounting to Rs 2.5 lakh per month.

Deducting your business expenses of Rs 1.25 lakh, you will achieve a monthly profit of Rs 1.25 lakh.

Thank you for watching this video.