



**Pre-Launch**

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**SOP**

## Pre-Launch Checklist for Technoglobe Training Center

Dear Technoglobe Franchise Partner,

As you prepare to launch your Technoglobe Training Center, we want to ensure you're set up for success. Please review the following essential checklist to guarantee a strong start:

### Center Setup and Infrastructure

1. **Branding:** Is your center properly branded inside and out?
2. **Lab Infrastructure:** Is your lab equipped with at least 8 working computers, proper cooling, and cleanliness?
3. **Counseling and Lab Equipment:** Are 40-inch LEDs available and functional in the counseling area and lab?

## Counseling and Training

4. **Counseling Area:** Is the area well-cooled, and are awards and photos displayed?
5. **Classroom:** Is the classroom well-cooled, and is furniture available for students?
6. **Counselor Assessment:** Has your counselor passed the calling and counseling assessment?
7. **Trainer Performance:** Are trainers appointed, and are ready for demo conversion ratio of 50% or more ?

## Marketing and Promotion

8. **Promoter Performance:** Is your promoter appointed ? Is he trained for effectively distributing pamphlets in nearby areas & bring 10 numbers of students from nearby location ? Is he trained to bring 1 walkin per day ?
9. **Google Page:** Is your Google page created ? Have you started taking good number of reviews on your page from your references ?
10. **Local Marketing:** Are you ready to conduct local marketing through bulk messages, local influencers, posters on nearby stalks & shops etc.?

## Operations and Quality Control

11. **Call Recording:** Do we have CRM for recording counselor calls. If CRM not available then do you have mobile phone with recording facility? Recording is important for quality improvement and better conversion ratios.
12. **Lead Generation:** Are you started receiving leads of students from our head office team?
13. **CRM Updates:** Are all leads updated on the Technoglobe CRM with relevant remarks?

By reviewing these points, we can identify areas for improvement and work together to enhance your center's performance. Let's work together to make your center a success!

Thanks & Best Wishes  
Team Technoglobe HO