

The slide features a light brown wood-grain background. A white rectangular box with a thin green border is centered on the page. Two thick black horizontal bars extend from the left and right edges of the white box. The text "SOP for Counselors" is centered within the white box, with a thin green horizontal line separating the two lines of text.

SOP for  
Counselors

Send this message to every lead & walk in that comes to your center. Add your center details & contact numbers in last

 Thank you for your inquiry!

We hope you achieve a **great career**  through **TECHNOGLOBE**, that too with **just 4 months of training**.

The most in-demand courses are: 

- Graphics Design
- Video Editing
- Full Stack Development
- Digital Marketing
- Accounting
- Data Analysis
- Data Science
- Cyber Security

## Why choose **Technoglobe**?

- ✓ **25 years** of experience in computer education
- ✓ **300,000+** trained and placed candidates
- ✓ Placement tie-up with **500+** companies
- ✓ Experienced and professional trainers & team members
- ✓ Options for **international certifications**
- ✓ **Free soft skills classes**
- ✓ **1-year free membership**
- ✓ A **strong placement cell** that guarantees **multiple interview opportunities in writing**

 For more details, call us at: **1800-572-9697**

 **TECHNOGLOBE (125+ Branches)**

The **Counselor** is important in driving enrollments, providing career guidance, and ensuring student satisfaction. This SOP outlines structured processes for effective counseling and operational excellence.

## 1. Role & Responsibilities

### ✓ Core Responsibilities

- Provide detailed course information (fees, duration, career outcomes).
- **Proactively contact leads** from HO-provided data.
- Conduct **needs assessments** to recommend tailored courses.
- Manage inquiries (walk-ins, calls, emails, WhatsApp).
- Guide students on **payment plans, discounts, and scholarships**.
- Oversee **admission formalities & documentation**.
- Convert leads into enrollments with **minimum 35% to 40%**. **Ensure demo-to-admission conversion ratio**.
- Maintain **CRM records** and coordinate with trainers for batch scheduling.

### ✓ **Secondary Duties**

- Organize **free demo sessions/webinars**
- Conduct **parent-teacher meetings (for minors).**
- Facilitate **placement support & certification.**
- Collect and analyze **student feedback** for continuous improvement.

## **2. Counseling Process – Step-by-Step SOP**

### **Step 1: Initial Engagement**

- **Greet warmly** with a smile and positive demeanor.
- Offer seating and water to create comfort.
- Ask probing questions:
  - “What are your career aspirations?”
  - “Do you have prior technical experience?”
  - “Which skills align with your goals?”

## **Step 2: Course Recommendation**

Tailor suggestions based on the student's profile:

- **Beginners:** Basic Computer, MS Office, Tally
- **College Students & Job Seekers:**
  - **Tech Background:** Python, Java, Web Dev, Data Science, Cybersecurity
  - **Non-Tech Background:** Digital Marketing, Graphic Design, Spoken English
- **Professionals:** Advanced Excel, Cloud Computing, DevOps, UI/UX

## **Step 3: Course Breakdown**

Clearly communicate:

- **Duration:** Daily/weekly schedule and total course timeline.
- **Fees:** Total cost, installment options, and limited-time discounts.
- **Certification:** Govt./industry-recognized credentials.
- **Placement Support:** Guaranteed internship (stipend) + 3 interview opportunities.

#### **Step 4: Handling Objections**

- **“Too expensive”**: Highlight ROI, EMI options, and competitive benchmarking.
- **“Unsure about learning”**: Offer a **free demo** or course-transfer flexibility.
- **“Will decide later”**: Create urgency (e.g., discount deadlines, certification cutoffs).

#### **Step 5: Admission Formalities**

- Complete **registration form** (student signature mandatory).
- Collect **ID proof, photos, and fees**.
- Provide **softcopy study material and fee receipt**.

#### **Step 6: Post-Admission Follow-Up**

- Send **WhatsApp confirmation** with batch details.
- Check in after the **first class** for feedback.
- Schedule **bi-weekly progress updates**.

### 3. Counselor Best Practices

#### ✓ Do's

- ✓ **Listen actively** and empathize with student concerns.
- ✓ **Showcase success stories** (testimonials, placements).
- ✓ **No over commitment.**
- ✓ **Follow up systematically** (every 3 days via call/WhatsApp).
- ✓ **Maintain meticulous records** of all interactions.

#### ✗ Don'ts

- ✗ **Avoid pushy tactics**—build trust instead.
- ✗ **Never guarantee jobs**—highlight support mechanisms or anything not offered or suggested by HO team.
- ✗ **Don't ignore queries**—respond within 24 hours.
- ✗ **Avoid doing competitors criticism**—focus on Technoglobe's strengths.
- ✗ **Limit course suggestions** Don't offer multiple courses to prevent confusion (max 2 options if require).

## 4. Handling Challenging Scenarios

**Refund request:** Explain non refundable policy; offer alternatives (course swap, break extension).

**Batch timing issues** | Adjust schedule or transfer to another batch. |

**Trainer complaints** | Escalate to management; arrange replacement if needed. |

**Low enrollment** | Launch promotions (discounts, free workshops), intensify lead outreach. |

### Pro Tips for Excellence

- **Empathy is key**—understand each student's unique needs.
- **Stay updated** on emerging courses (AI, DevOps, Cybersecurity).
- **Leverage testimonials** to build credibility. 