



SOP for

Franchise Support

Support Policy for Franchise Partners 🤝

At Technoglobe, we're committed to providing comprehensive support to our franchise partners. Here's an overview of the support you'll receive:

1. Location Selection 📍

If requested by Partner Center, HO team will help you find the perfect location for your franchise center, ensuring it meets all the necessary parameters for smooth business operations.

2. Infrastructure Setup 🏗️

If requested, our HO team will provide you with a list of recommended vendors to help you establish your center's infrastructure.

3. Staffing 👥

We'll support you in finding the right staff, including counselors, telecallers, trainers, and marketing staff. We'll generate leads through social media and job portals, and conduct interviews at your center.

4. Training Sessions

We'll provide training for all appointed staff to ensure smooth business operations. This includes:

- Counselor and telecaller training for calling, counseling, and batch scheduling 
- Trainer training for improving technical knowledge and enhancing skills 
- Director training on staff management, student handling, and counselor assessment 

5. Student Mobilization

We'll provide you with leads from your local area to generate business. These leads are generated through SEO, SMM, and Just Dial, and typically range from 150 to 200 per month.

6. CRM Training

We'll provide software training for Technoglobe CRM, as well as calling software training for counselors and telecallers.

7. Admission Support

Our HO team will work closely with your counselor to ensure targeted admissions every month. Our senior coordinators will take inquiries on Zoom, monitor counselor performance, and provide regular feedback.

8. Certifications

We'll provide certificates to students upon request from your center, typically within one week.

9. Placement Support

Every student who completes a course from any Technoglobe center will receive a 3-interview assurance. Our HO team will coordinate with local companies and exchange emails to support student placements, with the help of your center's counselor.

10. Colleges & Schools Tie-ups

We'll help your center get associated with schools and colleges in your city. Our senior team members may visit your center and meet with school and college management to facilitate partnerships. You'll need to make initial visits and get permission for free seminars or workshops.

11. Local Area Marketing

We'll guide you on effective local area marketing strategies to get the best results. Our tested models will be shared with you to help you succeed in your local marketing efforts.

With this comprehensive support system, you'll be well-equipped to run a successful franchise center and provide excellent services to your students.