

Dear Trainees,

Welcome to BYJU'S!

We are happy to inform you that your 6-week **BTP (BYJU's Training Program)** starts today. During this program, you will be introduced to various facets of BYJU'S Products and Processes. Due to the current COVID resurgence in certain parts of the country, we are taking all precautions to ensure that all our employees are safe and sound. Hence the entire BTP model will be running on a complete Work From Home structure, until the company decides it's safe to get back to the offices based upon government guidelines. You will be expected to conduct the sales sessions over Video Calls instead of going for customer visits during the training program.

Program Structure:

BTP is divided into 2 phases. The 1st phase covers the theoretical aspect of BYJU'S sales process. During the course of these 2 weeks, you are expected to thoroughly understand the 4 pillars of BTP.

1. PRODUCT
2. PITCH
3. PROCESS
4. PRACTICE

The daily schedule for the 2 weeks is mentioned at the end of this note.

The 2nd phase happens from the 3rd week of onboarding to the 6th week, i.e 6 weeks in total. In this phase of BTP, you will have targets to be met; both in terms of input and output parameters. These numbers will be monitored and evaluated closely to decide on your candidature to become a Business Development Associate (BDA) at BYJU'S after 2 months from commencement of BTP.

Incentives during BTP:

During the BTP, you will be eligible for incentives from the 3rd week itself. You will be getting **10%** of the total confirmed revenue as monetary incentive.

Please note that you will not be eligible for any pending incentive payout if you leave the BTP in between.

Rules and Regulations during BTP:

- 1) You need to log-in and start work by 10 AM on Wednesday, Thursday, Friday, Saturday and Sunday

- 2) Your attendance will be **based on your Talk-Time numbers** captured through Ameyo.
- 3) Please note that you are allowed up to a maximum of 2 days of absence/leaves for the total duration of the program (including classroom & OJT), over and above your weekly offs. Any absence more than 2 days shall lead to disqualification from the BDT program. In case, the program is extended by another 1/2 weeks, an additional day of absence shall be allowed (i.e. upto 3 days absence). In this case, any absence more than 3 days shall lead to disqualification from the BDT program.
- 4) You are required to maintain professional conduct during the office hours. You will be required to be available for all meetings being conducted for you/your team over Zoom call with your respective managers.
- 5) You need to have a ***working broadband connection or internet dongle and laptop*** at all times during the BTP period. Please note that this is a core requirement for you to take part in the BTP. Failure to secure this would result in termination of the BTP.

Criteria for successful completion of BTP:

The second phase of the BT Program which can go upto 6 weeks consists of 4 weeks of mandatory On-the-Job Training (OJT) with a possibility of 2 weeks extension for a limited set of BDTs based on performance assessments/evaluations and quality audits, subject to management discretion.

Upon **successful completion** of the BT Program, you will become a **Direct Sales Associate**.

As a Direct Sales Associate, below will apply:

1. You are expected to do **physical demos** as part of your role at your assigned role location.
2. You will be given a monthly equivalent salary of upto **Rs. 7 LPA fixed salary**.
3. Role Location is the one shared with you on your offer letter.

Note: In the unlikely scenario where the Direct Sales model in your role location is discontinued in the future due to any unforeseen circumstances, the company will move you into the Inside Sales Associate role at a salary of Rs 5 LPA fixed. In such a case, you would move back to the Direct Sales Associate role at Rs 7 LPA fixed (DS Allowance inclusive) as soon as the Direct Sales model resumes in your role location.

Your successful completion of the BT Program will depend upon fulfilling all the 3 criterias mentioned below individually:

1. Successfully **clearing the Central Capability Evaluation framework/performance assessments and quality audits** conducted during the entire BT Program.

2. **Satisfactory performance and conduct feedback** from your Reporting Manager, HRBP and Trainer during the entire BT Program.
3. Achieving the **minimum criteria of 15 valid Video Call based Virtual Product Demos** and a **verified revenue of Rs. 70,000** during the 4 weeks of the OJT training phase of the BDT Program. **Please refer to the paragraph below to understand what qualifies as a Valid Demo.**

Please note that successful completion of all the three criterias as mentioned above is mandatory for onboarding as Direct Sales Associate

Definition of Valid Demo:

Valid Virtual Demo:

A Virtual Demo is considered to be valid provided the following conditions are met:

- Minimum duration of 45 minutes with the parent and the child
- Zoom Demo is conducted through LD with recording available
- At least one of the parents is available

Valid Physical Demo (Valid for WFO) :

A physical demo is considered to be valid provided all the following steps are followed:

- Student details (lead) should be **cloned in DS LD Account 17139**
- Please ensure that the lead is assigned to you in DS LD Account 17139 before the physical demo is conducted
- Add the activity **“Appointment Started” in real time from the actual location before starting the demo.** This activity has to be added from the LD mobile app. Please note that once you add this activity, the app will record the conversation (audio) between parent and you.
- **This recording is necessary for training and audit and it is mandatory that audio of all meetings are recorded**
- You need to ensure that the full audio conversation with parent is uploaded along with “Appointment Over” activity
- **Real Time “Appointment Started” activity along with the full audio conversation recording is mandatory for the Direct Demo to be counted as Valid**

Note:

1. If a lead is not having “Appointment Started” activity in real time with the actual student’s home location and audio recording in LD account 17139 - **the demo will not be considered a valid physical demo.**
2. The activities “Appointment Started” and “Appointment Over” have to be added using the LD mobile app (DS LD Account 17139). Please remember that your login id for this account will have “+ds” attached to your email id.

3. In case the activities are not added through the LD mobile app in real time with actual home demo location, the demo will not be considered as Valid Physical Demo and would not be counted for evaluating whether you have cleared the valid demo count as required in the BT Program
4. We will not consider any request to consider these demos for evaluating the final demo count achieved by you

So, to ensure that each physical demo is considered valid, remember 4 critical steps for every demo:

1. Clone the lead in LD account 17139 before the demo
2. Add activity "Appointment Started" before the start of demo in real time using LD App
3. Ensure audio recording of the demo is happening (recording starts when you add the activity "Appointment Started")
4. Upload the audio recording to ensure that the activity "Appointment Over" is updated

Please note that if the Company finds that you have achieved your training targets or criterias through improper means, the Company will retain the right to terminate your services from the company immediately at any stage of employment, even after the permanent position has been offered. Please get in touch with your Sr. BDTM/AGM in case of any questions.

Schedule -

| WEEK | DAY | TOPICS | FORUM |
|------|-----------|---|--------------------|
| 1 | Wednesday | Welcome Message | Meeting |
| | | About BYJU's | Meeting |
| | | Team introductions | Meeting |
| | | Experience BYJU's Classes with 2 teacher advantage | Meeting |
| | | Experience Disney Byju's Early Learn (K3) | Meeting |
| | | - Navigation guide of BYJU'S app - Sharing of schedule for viewing of videos | Meeting |
| | | Pre work topics - 1. Product - K3 2. Product - K10 (BTLA) (VIDEO) 3. BYJU'S CLASSES PRODUCT (VIDEO) 4. BYJU'S CLASSES PRODUCT KEY HIGHLIGHT (VIDEO) 5. Objection handling for BYJU'S CLASSES (VIDEO) | SALES TRAINING APP |
| 1 | Thursday | Doubt Solving by Trainers - Product - K3 | Meeting |
| | | Doubt Solving by Trainers - BYJU's Classes NEO + APP | Meeting |
| | | ACTIVITY- QUIZ | Meeting |
| | | Session on - Incentive, Salary, Growth | Meeting |
| | | Learning the BOOKING PITCH | Meeting |
| | | QUIZ RESULT ANNOUNCEMENT | Meeting |

| | | | |
|---|----------|---|-----------------------|
| | | <p>Pre work topics -</p> <p>K3 -</p> <ol style="list-style-type: none"> 1. K3 Product Pitch 3. K3 objection handling 4. K3 Booking Pitch 5. K3 conduction pitch 6. K3 Illustrations <p>K10 -</p> <ol style="list-style-type: none"> 1.. Booking Pitch 2. DS Conduction Pitch 3. Objection handling 4. Objection handling for BYJU'S CLASSES (VIDEO) <p>BOTH -</p> <p>How to handle refurbished Leads</p> | SALES TRAINING APP |
| 1 | Friday | BYJU's classes NEO - BOOKING PITCH - K10 | Meeting |
| | | BOOKING PITCH - K3 | Meeting |
| | | INTRODUCTION TO CONDUCTION PITCH | Meeting |
| | | Objection Handling for BYJU'S Classes NEO | Meeting |
| | | COMPLETE KNOWLEDGE OF BOOKING + CONDUCTION (REGIONAL TOUCH) | Meeting |
| | | MASTER SESSION ON VC ILLUSTRATIONS | Meeting |
| | | Objection Handling for K3 | Meeting |
| | | <p>Introduction to</p> <ul style="list-style-type: none"> - Customer Testimonial video - Product related Videos | Meeting |
| | | Doubt Solving on Illustrations (K10 + K3) | Meeting |
| | | CALL DEBRIEF ACTIVITY | Meeting |
| | | <p>Pre work topics -</p> <ol style="list-style-type: none"> 1. K12 Byju's Classes for JEE/NEET 2. Leadsquared - SALES PROCESS TRAINING 3. Leadsquared part 1 and part 2 4. Ameyo 5. How to verify pricing through LS? 6. Listen to Call recordings on the APP (REFER TO CALL RECORDING JOURNEY) 7. How to handle refurbished Leads & Counseling portal | SALES TRAINING APP |
| 1 | Saturday | COMPLETE KNOWLEDGE OF BOOKING + CONDUCTION (REGIONAL TOUCH) | Meeting |
| | | Doubt Solving by Trainers - K12 AAKASH Byjus | Meeting |
| | | How to handle refurbished leads | Meeting |
| | | Process Orientation - Leadsquared & Ameyo | Meeting |

| | | | |
|----------------------------------|-----------|---|-----------------------|
| | | BRIEF OF ACTIVITY FOR VC MOCK ASSIGNMENT | Meeting |
| | | ONE ON ONE - CALL MOCK | ASSESSMENT |
| | | Pre work topics - BDTS have to make their YOUR OWN CALL PITCH DOCUMENT- K3 & K10 | |
| 1 | Sunday | ONE ON ONE - CALL MOCK | ASSESSMENT |
| WEEKLY OFF – Monday & Tuesday | | Pre work topics - 1. Education counselor Checklist Finance topics to be covered - 1. Understanding Finance Terminologies (Document) 2. Finance Method Flow (video) 3. List of Documents for Financing (Document) 4. IIFL & AVANSE 5. BYJU'S DIRECT (NACH) & ASSURE | SALES TRAINING APP |
| 2 | Wednesday | ONE ON ONE - CALL MOCK | Meeting |
| | | FINANCE OPTIONS | Meeting |
| | | MOCK VC ACTIVITY | ASSESSMENT |
| | | CALLING | ON THE JOB |
| | | Pre work topic - 1. Understanding Customer Segmentation | SALES TRAINING APP |
| 2 | Thursday | CALL AUDITS | ASSESSMENT |
| | | Understanding Customer Segmentation | Meeting |
| | | VC MOCK | ASSESSMENT |
| | | CALLING | ON THE JOB |
| | | Pre work topics - 1. Business Etiquette 2. Foreseen Challenges 3. Handling objections & excuses | SALES TRAINING APP |
| 2 | Friday | CHAT WITH CHAMPIONS | Meeting |
| | | Doubt Clearance on - Business Etiquette & Foreseen Challenges | Meeting |
| | | Re - iteration session on HANDLING OBJECTIONS AND EXCUSES + Doubt clearance + Finance Excuses & Objections | Meeting |
| | | ORDER PUNCHING + ACHIEVE | Meeting |
| | | Remaining VC MOCK | ASSESSMENT |
| | | CALLING | ON THE JOB |
| 2 | Saturday | ONE ON ONE + CALLING | ASSESSMENT |
| | | Product Test | ASSESSMENT |

| | | | |
|---|--------|--|------------|
| | | Pitch & Process Assessments + DEBRIEF | ASSESSMENT |
| | | ONE ON ONE + CALLING | ASSESSMENT |
| 2 | Sunday | ONE ON ONE + CALLING | ASSESSMENT |
| | | Overall Performance Review & Feedback - ONE ON ONE + CALLING | ASSESSMENT |

We wish you the very best for this exciting endeavor and we look forward to the successful completion of your Training Program.