

AEC SETUP ASSISTANCE

An Official Guide to Supports and Services HQ Commits in Initial
Phase of Accredited Extension Center (AEC)

GETTING STARTED (EC-Setup)



CSSRL HQ shall remain a constant companion for AEC across their Entrepreneurial Journey as CSSRL's Channel Partner.

CSSRL Business Development Procedure shall route and render various Baseline Supports like

- Site Selection
- Interiors and Infrastructural Layout
- Team Selection
- Administrative Training
- Promotional Workshops
- Operations Training
- Grand Opening
- Press Conference
- Lead Capturing
- Business Loan Assistance etc.

SITE SELECTION



A clear carpet area of 2000 sq. ft. or more in a prominent locality with the following:

- Easy accessibility to public transport (bus/metro/train/auto).
- Selection of the Center location must be done within 1 month from signing of the Contract.
- Finalization of center location needs approval from CSSRL HQ
- Center Location should not be near Liquor shop, manufacturing unit, slum dwellings
- Near to prominent educational hub colleges, hostels and IT units.
- Visibility of Board from main roads/high traffic zones.
- Adequate parking space
- Preferably Commercial premises
- If Earned on Rent, AEC must sign Registered agreement with Owner of premises for a minimum period of 3 years.

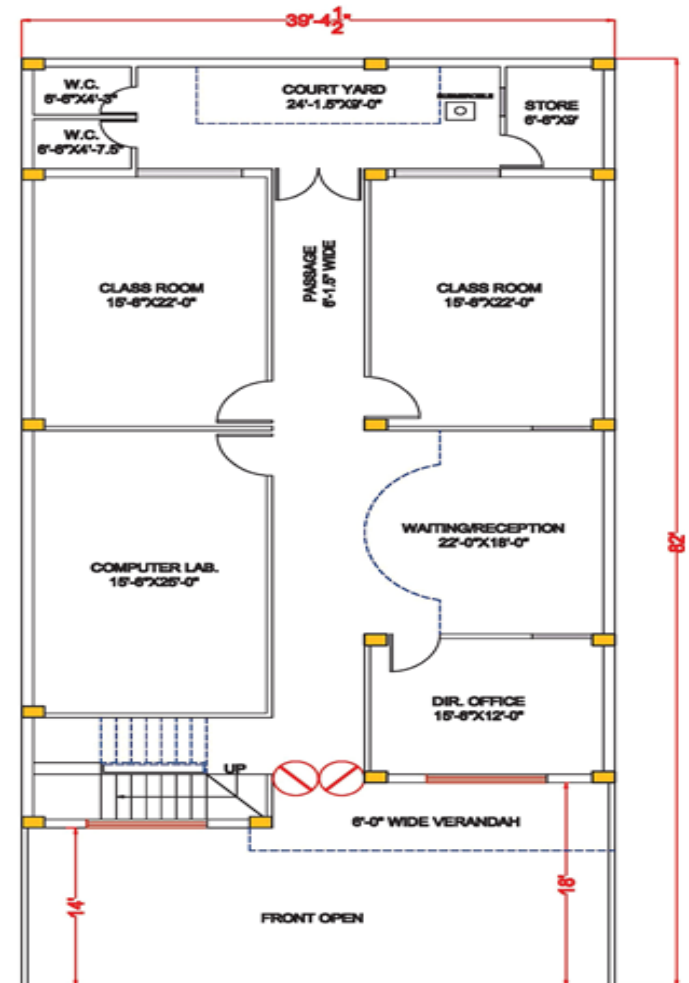
INFRASTRUCTURAL LAYOUT

DELIVERY AREA

- One/Two Computer Lab with at least 15 Computers (By the latest configuration)
- 2 Class rooms with minimum 20 Seats capacity, One LCD / Projector in each class with 42 inch screen.

ADMINISTRATIVE AREA

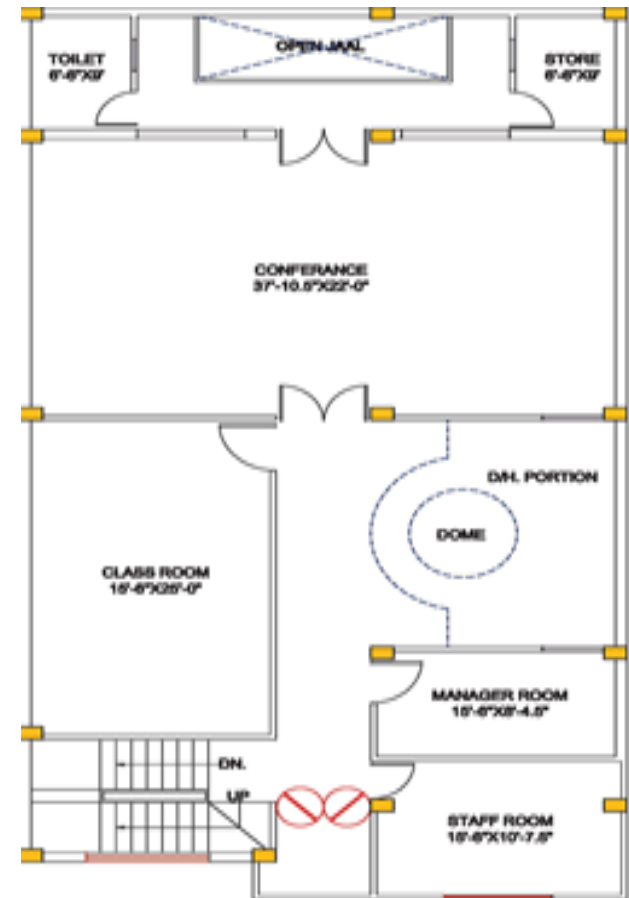
- Director / Manager Office
- One Administrative section-Seating for Technology Evangelist cum consultant, counselors, marketing executives that are not accommodated in lab.
- Counseling room
- Reception / Waiting Room
- Rest Room
- Exclusive built-in toilet facility for men and women separate



INFRASTRUCTURAL LAYOUT

OTHER INFRASTRUCTURAL COMPONENTS

- Stable power with minimum 3 KW
- A Computer system Attached with Printer(Deskjet / Inkjet / Laser) for office room
- Internet connection with minimum speed of 1 Mbps.(BROADBAND)
- Notice Board
- Exclusive e-mail account for AEC operations
- UPS / Generator
- Air Conditioners Two/Fans
- Water Cooler (as per the utilization)



TEAM SELECTION



STAFFING & TEAM SELECTION INCLUDE THE FOLLOWING MEMBERS:-

- Director-Business owner presence is must for initial drive. They must play the role of Operational Head for the first year. Close control over AEC is mandatory afterwards.
- Minimum 2 IT Security Managers/ Evangelists for Information System Security training being imparted to students at its AEC and for Service Delivery to Business Clients.
- Minimum 2 Business Development/Marketing Managers.
- One Counselor + One Counselor cum Front Office Admin.
- One Support Boy.

Above all plays a vital role for the Productivity & Growth in favor of AEC.

TEAM SELECTION



DIRECTOR / OPERATIONAL HEAD

Profile: Graduate who understand technology and should have good managing and selling skills.

Key Responsibilities: Core duty is to remain loyal to AEC and avoid conflicts of interest & is expected to display a high standard of care, skill or diligence. He /She is expected to act in good faith to promote the success of the corporation.

Details:-

- Setting up sales target for the AEC's team members.
- Managing overall infrastructure maintenance.
- Managing the other administrative staff.
- Keeping check's on counselor's pitch.
- Understanding the local market.
- Knowing the target candidates in the area
- Batch scheduling and smooth functioning of classes for students.
- Finding better ways of marketing.
- Arranging Seminars.
- Building contacts with local companies for business and local colleges authorities.
- Looking for databases sources.
- Managing the complete staff at the AEC.
- Handling all queries at the AEC.

TEAM SELECTION



INFORMATION SECURITY MANAGER / EVANGELIST

Profile: Must be Trained and Certified in Information System Security.

Key Responsibilities: He/she should have comprehensive understanding of the offerings before giving training. He/she should be responsible to give the training and hands on experience to all Trainees. Should be able to deliver Onsite / Offsite Business Services to AEC Clients.

Details:

- Promotes the use of a particular product or technology through talks, articles, blogging, user demonstrations, recorded demonstrations or the creation of sample projects.
- Resolving onsite queries of clients related to delivery.
- Conducting training sessions for IT Security Trainees.
- Handling technical queries of walk-ins
- Giving basic technical inputs to the counselor
- Conducting Workshops (Technical + Promotional)
- Able to handle practical sessions and Project work.
- Inputs on Product updates & quality.
- Learning new technology areas on a continual basis.
- Offering Managerial Assistance to Company's Sales Team
- Monitoring Reputation and Business Schemas of Organization

TEAM SELECTION



BUSINESS DEVELOPMENT / MARKETING MANAGER

Profile:- Any graduate who understand the technology good marketing and selling skills. The role also includes planning, advertising, public relations, event organization, product development, distribution, sponsorship and research. The work is often challenging and fast-paced.

Key Responsibilities: To meet AEC's sales targets and implement Business Promotion Plans and Strategies. To direct coordinate with online/offline promotion team & initiate the business operation to generate best lead-set for AEC. He ensures that there exist a perennial Lead Generation for AEC offerings. Able to sell / convince, responsible for giving marketing seminar among clients and in various colleges.

Details:-

- Monitoring existing marketing processes and analyzing their effectiveness.
- Assure that the AEC counselors / managers have enough data to call monthly.
- Analyzing the market, including competitors and consumer.
- Executing marketing strategies and campaigns.
- Attending and organizing sales promotional events and exhibitions.
- Lead generation.
- Building agent network for getting referrals.
- Supporting the marketing manager and other colleagues.
- Maintaining and updating Students/Universities & College/Entrepreneurs databases.
- Communicating with target audiences and managing customer relationships.

TEAM SELECTION



COUNSELOR / FRONT-OFFICE ADMIN

Profile: Any graduate preferable female with pleasing personality with excellent communication skills & to sell training programs via telephone. Deep Interest in sales and a fire in belly to get the best result are important. Must be sale oriented from the first day.

Key Responsibilities: She should be able to handle all incomings calls and walk- ins, mail, correspondence, data entry, filling, ordering of supplies, scheduling and play a supportive role to Director .She is also appointed for doing the part of the reception. She should do the tele- calling and should keep the data of the walk-ins & have a very good knowledge about the offerings. She should be able to convert the prospective leads in to sales..

Details:-

Tele sales and Meeting Financial targets.

Clear understanding of our offerings.

Knowledge of the market trends in each of the technologies.

Attending to Walk-ins.

Maintaining proper records of all kinds of leads and data delivered.

Maintain the Batch files at the AEC.

Up to date about the fee structure.

Handling SMS Campaign.

Email Campaigning.

ADMINISTRATIVE TRAINING



AEC Operational Head / Managers shall attend Administrative Training by CSSRL HQ delegated Managers on following modules:

- Regional Promotion
- Team-Task Allocation
- Competitive Analysis
- Procedural Obligations
- Quality Assurance
- Sales Strategies
- Change Management
- Sub-Franchising
- Lead Generation
- Profit Optimization
- Client Capturing
- Brand Expansion
- HQ Communication Ethics
- CMIS Governance



Administrative Training shall remain an ongoing support by CSSRL HQ for AEC's Owners/Directors

OPERATIONS TRAINING



AEC Operational Head / IT Security Managers / Business Development Managers / Counselors etc shall attend Operations Training by CSSRL HQ delegated Managers on following modules:

- Quality Assurance
- Reporting
- Feedbacks
- Low Light Handling
- Time Management
- Techno-Trending
- Code of Ethics
- Profile Elaboration
- Accountability Check
- Performance Parameters
- Products' Detailing
- Sales Pitch
- FAQs
- Unique Selling Proportion
- Team Work



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BUSINESS PLAN

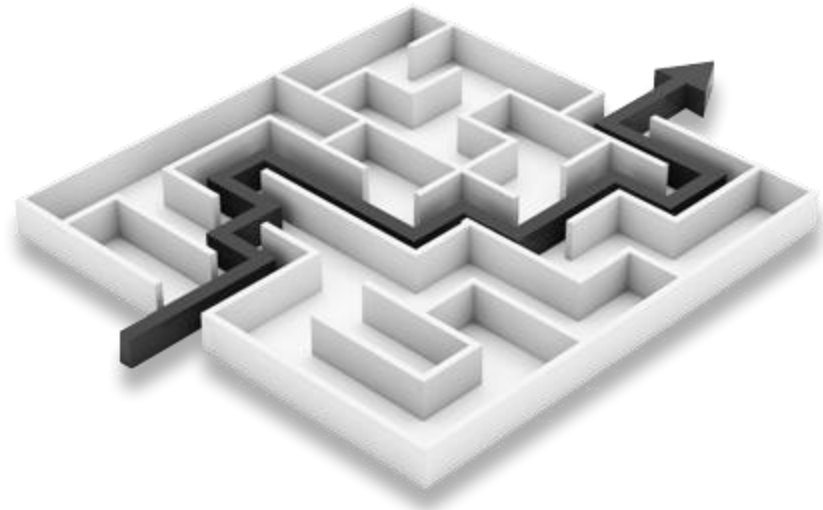


In order to set right Business Operations, AEC managers must pen down Achievable, Realistic, Profitable and Futuristic Business Plan on quarterly basis. By laying down such a Business Plan, AEC shall achieve:

- Parameterized Performance Metrics
- Ease at Decision Making
- Low-Light Analysis
- Pragmatic Sales Approach
- Investment Sketch
- Defined Targets
- Task Scheduling etc.

COMPONENTS OF BUSINESS PLAN :

- Time Matrix
- Number of Leads
- Sales Targets
- Task Allocation
- Accountability
- Reporting Schema
- Booties-Cuts Schema



SAMPLE BUSINESS PLAN



1ST QUARTER TARGET

PROGRAM	NUMBER OF LEADS	SALE AMOUNT	INSTALLMENT AMOUNT PULL
PGDCS	5	USD 10000	USD 5000
PGDPT	5	USD 6000	USD 6000
PGDCIS	5	USD 6000	USD 6000
ADCS	10	USD 40000	USD 6700
CNPT	5	USD 3000	USD 3000
CWPT	5	USD 3000	USD 3000
CCSE	10	USD 10000	USD 5000
AUDIT	2	USD 7000	USD 7000
TESTING	2	USD 5000	USD 5000
TOTAL EARNING (3 MONTHS)		USD 90000	USD 46700

SAMPLE BUSINESS PLAN



1ST QUARTER TARGET

PROGRAM	DELEGATED TO	WEEKLY REPORTING TO	DEADLINE
PGDCS	Mr. Avinash Singh	Mr. Vikas Yadav	20 TH November 2015
PGDPT	Mr. Avinash Singh	Mr. Vikas Yadav	20 TH November 2015
PGDCIS	Mr. Avinash Singh	Mr. Vikas Yadav	20 TH November 2015
ADCS	Ms. Neha Kathuria Mr. Priyank Gupta Mr. Nana Gyamfi	Mr. Vikas Yadav	25 TH November 2015
CNPT	Mr. Priyank Gupta	Mr. Vikas Yadav	20 TH November 2015
CWPT	Mr. Priyank Gupta	Mr. Vikas Yadav	20 TH November 2015
CCSE	Mr. Priyank Gupta	Mr. Vikas Yadav	20 TH November 2015
AUDIT	Mr. Avinash Singh Mr. Nana Gyamfi	Mr. Vikas Yadav	30 TH November 2015
TESTING	Mr. Avinash Singh Mr. Nana Gyamfi	Mr. Vikas Yadav	30 TH November 2015

CSSRL AEC offers Incentives / Booties of 2% of Total Sales against Product-Based Target Achievement and cuts of 1% on Total Sales against Under-Achieved Targets.

AEC INAUGURATION



As per CSSRL promotion ideology, AEC's Business Center Opening / Inauguration must serve as its First and Most Effective Introduction to its Trainees, Clients and Potential Customer Segments.

To organize an effective Opening/ Inauguration Ceremony following considerations are important:

- Grand Opening Ceremony is AEC's First Show, thus it must have lasting impact factor.
- AEC shall invite Notable Dignitaries / Public Figure to Inauguration Ceremony.
- Inauguration Ceremony shall be given wide coverage by Press and Media.
- One of the Main Objectives of Inauguration Ceremony is to start First Training Batch.
- AEC shall organize quiz/discount campaigns at Inauguration to enroll attendees in its offerings.
- AEC shall promote its Opening Ceremony via various Social Media Platforms as well.
- AEC shall arrange distribution of marketing material promoting its Products and Offerings.
- Grand Opening Ceremony is AEC's First show, not Last. Thus expenses and efforts can be managed intelligently.

COMMUNICATION WITH HQ



CSSRL AEC must ensure Business Center's perpetual accessibility by means of Emails, Phone, Messengers and via Video-Audio Conferencing Platforms not only for CSSRL HQ but for all category of Customers and Clients.

- In case the AEC intends to change its Contact Number, Messengers ID or Email Address etc, it should be informed and intimated immediately to CSSRL HQ and also changed on all AEC Websites and Web Posts.
- In addition to the contact numbers & email addresses of AEC representative signing the agreement, AEC shall ensure that the Business Center's contact numbers are updated at the AEC Websites and Web Posts. It shall further ensure that provided contact numbers are received by the receptionist, counselor or business operations manager during regular business hours.
- AEC must regularly check official email address provided with the starter package and also view updates provided at CSSRL HQ and AEC Websites and Web Posts.
- A smooth & prompt communication between CSSRL HQ and AEC is an integral part of the relationship and communication norms must be STRICTLY followed. Failure on part of AEC to respond to phone, emails or messages for a period of greater than 15 days would be treated as a breach of contract.