



# Franchisee Plans

# Plan features

## Training and manuals

	SILVER 3 Lakh	GOLD 5 Lakh	PLATINUM 9 Lakh
<b>SALES TRAINING</b> Intensive 2 Day Sales Training by a Senior Professional			
<b>SALES MANUAL</b> Sales manual with sales script for all courses			
<b>TRAINERS' MANUAL FOR ALL COURSES</b> Intensive 5-day training by senior trainers from the organisation			
<b>TRAINING MANUAL FOR ALL COURSES</b> Course schedule, syllabus, activities, instructions, code of conduct and test papers			
<b>MARKETING TRAINING</b> Digital, non-digital, various portal, mktg strategy & training from seniors			
<b>MARKETING MANUAL</b> Marketing Manual for various activities - Advt, In-house mktg, print, portals			
<b>ACCOUNT AND ADMIN TRAINING</b> 1 Day Training on maintaining account records to generate all MIS reports			
<b>ACCOUNT AND ADMIN MANUAL</b> Detailed instructions on maintaining records, formats of reports, frequency, etc			
<b>CRM (1 YEAR)</b> Software managing enquiries, followups, pending fees, data of all enq & customers			
<b>DIGITAL MARKETING STRATEGY</b> Choosing platform for digital marketing & tools for generating leads at low cost			
<b>DIGITAL MARKETING</b> Special digital marketing for first 3 months exclusively for the affiliated centre			
<b>MARKETING MATERIALS</b> Brochures, Banner Designs, Standee Design, Internal Branding content			

## Affiliation

	SILVER 3 Lakh	GOLD 5 Lakh	PLATINUM 9 Lakh
<b>ONLINE TEST FOR STUDENTS</b> Online test to Certify the learners			
<b>CERTIFICATION</b> Sales manual with sales script for all courses			

## Area limit & recruitment

	SILVER 3 Lakh	GOLD 5 Lakh	PLATINUM 9 Lakh
<b>EXCLUSIVE</b> Exclusive Affiliation rights for specified kilometers.			
<b>TRAINER RECRUITMENT</b> Trainer Recruitment for Affiliated Training Centers			
<b>COUNSELOR RECRUITMENT</b> Counselor Recruitment for Affiliated Training Centers			

## Marketing support

	SILVER 3 Lakh	GOLD 5 Lakh	PLATINUM 9 Lakh
<b>WEBSITE LISTING</b> Listing of the Affiliated Center on our Website			
<b>NEW COURSE MODULES</b> Upgraded Course Modules on timely basis			
<b>WEBSITE LOGIN</b> Each Affiliated Center would have a log in facility			
<b>PERSONAL VISIT TO CENTERS</b> Two times a year			
<b>VENUE SELECTION PERSONAL VISIT</b> One Visit after three locations are shortlisted as per suggested parameters			
<b>BRANDING ON BANNERS</b> Mention of Affiliation of BM English Speaking Brand and Logo			
<b>CERTIFICATE OF AFFILIATION</b> To each student after clearing the test of Online Exam			
<b>CENTER SETUP MANUAL</b> Manual with details of each aspect of setting up a center			



BM English Speaking  
Prashant / 9890 88846  
franchisee@bmconsultantsindia.com

## Why BM English Speaking?

- ✓ Established by Dale Carnegie Certified Corporate Trainer
- ✓ A Strong management and R & T Team of Professionals
- ✓ Tried-and-tested and successful practical training modules
- ✓ More than 100,000 participants trained successfully
- ✓ The course has value-added benefits like Personality Development, Business Communication, Interview Skills
- ✓ Systems and procedures to run a profitable Spoken English Training Institute
- ✓ Ongoing new inputs from R & D

## Advantages for you

- ✓ Set-up English Training business with the help of established trademark
- ✓ Shorter learning curve than an entrepreneur
- ✓ Transfer of management expertise
- ✓ Training and Support
- ✓ Use standard systems of running a successful center from a successful training company in Mumbai
- ✓ Standard evaluation, accounts & control systems
- ✓ Service provided is fulfilling and satisfying
- ✓ Complete support of hiring trainers and a Trainers Training provided
- ✓ Guidance for hiring & training other employees
- ✓ Ongoing support and sharing of value-added products

## How it works

- ✓ You need to be ready to invest Rs 5 lakhs
- ✓ You need to be ready to commit your full time to English Training business
- ✓ You sign-up with us for setting up a BM English Training business and make the payment
- ✓ You and or your trainer(s) participates in our Train-The-Trainer course
- ✓ You or one of your representative will be trained by our staff on how to do sales, training and management of a English Training Center
- ✓ Once you complete the training you are ready to start a Center in your city
- ✓ We will provide trainer training manual, sales training process and course books
- ✓ We will introduce new courses like IELTS, Voice and Accent, Train the Trainer from time to time

## Market potential, scope, & size

- ✓ English is an International and a Business Language
- ✓ Most of skilled people need English and Communication Skills Improvement
- ✓ The population of India exceeds 110 crores, which itself is a huge market
- ✓ 8% of Indians speak grammatically correct and fluent English
- ✓ That demonstrates a market potential of Rs 2,000 crores

