

**Guidance Clinic India Private Limited “GCI”** - Central India’s largest online Guidance and Counseling services providing company which brings a unique self-employment opportunity for Individuals to join hands with us.

Guidance Clinic India Private Limited “GCI” is serving the educational spectrum in India since the last three years and has established its brand name in India. Acquiring quality Guidance and Counseling services. We at Guidance Clinic India Private Limited are striving hard to make Guidance Clinic India Private Limited – a true synonym of the Guidance and Counseling services of India.

Guidance Clinic India Private Limited “GCI” offers various services to the educational institutions , Corporate , Individuals like - **Schools, Colleges, Institutes, Coaching Centers, Consultants and other educational, services providers** across the country. These services include -

- Educational & Career Counseling Consultancy Services
- College student Services
- School Student Services
- Parent Counseling Services
- Special Children Services
- Personal Counseling Services
- Family Counseling Services
- Marriage Counseling Services
- Adult and Adolescent Counseling Services
- Pre & Post Marital Affair Emotional Problems
- Old Age Human Begins Counseling Services
- Psychometric Testing Services
- Industrial Counseling Services
- Organizational Consultancy Services
- Placement Consultancy Services
- Consumer Behavior & Advertisement Consultancy Services
- Corporate Yoga and Yoga Therapy Services
- Sports Psychology Consultancy Services
- Criminal Psychology Consultancy Services
- Forensic Psychology Consultancy Services

Guidance Clinic India Private Limited “GCI” in its endeavor to take the above services to every corner of the country for that we invites applications from all over India to join its **Franchise**, as a **Franchisee** of Guidance Clinic India Private Limited.

#### **Role of a Franchisee –**

The Role will support in “growing the company.” the focus would be on increasing brand awareness, bringing in new clients & investors, and coordinating public relations efforts. His role would include the generation and development of new business opportunities. The objective is focused purely on marketing & selling.

- **Planning & Conceptualizing:** Planning & conceptualization of innovative ideas/ways in order to increase the business by keeping tab on the competition.

- **Market Analysis & Benchmarking:** Local mapping of target audience and developing the plan of action accordingly. Identification and penetration of new market segments for attainment of targets with a view to optimize revenue and taking care of PR and branding activities. Work on generating leads, mapping sectors and targeting potential clients.
- **Marketing:** Generating new business by preparing marketing strategies & implementing them in coordination with the Branding Division. Execution of Marketing plans on the round. Keeping abreast of issues affecting search engine marketing companies and the search engine industry and collecting competitor intelligence.
- **Sales:** Develop competitive sales strategies for deeper market penetration. Responsible for lead generation and meet Revenue Targets. Presenting the company to potential clients through direct communication in face to face meetings, telephone calls and emails. Possess drive, motivation and acute attention to detail in ensuring all sales opportunities are captured and explored
- **Relationship Building:** Prospecting, Identifying, & generating new business and generating additional business from existing customer. Implement effective network for consistent growth and better market penetration.
- **Coordination:** Coordinating with the support department for timely execution of business orders. Actively and successfully manage the sales process: lead generation; credentials pitch; asking questions; solution pitch; negotiation; close; handover to the operations team and services delivered team.

**Skills / Attributes:**

- Proven success in your sales ability and demonstrable full knowledge of the our service and sales process
- Confident negotiator and ability to ‘close the deal’
- Capable of hands on problem-solving, with ability to generate ideas and solutions
- A positive and determined approach to researching and analysing new business opportunities
- Ability to cope with competing demands and to priorities tasks
- Strong communication skills in all forms including written, oral, email, telephone, and presentation
- Excellent organizational and time management skills
- A positive attitude to dealing with people
- Capable of working independently, and having responsibility as an individual
- Be updated with business related market intelligence reports.
- Be well versed (work closely with the Legal team) on relevant legal aspects of Client Contracts / Agreement.
- Accountability for the Unit and Vertical profitability
- Organize constant brand promotion and marketing using innovative cost-effective methods.

## Earnings

The **Franchisee** can earn handsome income on recurring basis by working on full time basis with ease. A **Franchise** can easily earn a **five figure income per month**. There is **NO upper limit** to the income which one can generate.

1. All services sold by the **Franchise** will entitle them to a 15-30% commission of the Net Billing amount i.e. exclusive of all taxes and duties etc.
2. The **Franchise** shall be entitled to further slab based incentives as will be available from time to time.
3. All commission will also be available on all renewal of services by the clients.
4. Recruitment of every additional **Franchise** by you ,will earn you a commission of 10%

## Basic requirement

Franchisee has to arrange basic requirement which includes carpet area 500 sq ft which include 200 sq ft counseling chamber , 2 computer set with printer and scanner, Webcam (10 mega pix.) with Headphone ,Broadband internet connection, 2 table and 5 chairs, 1display board, 1letterbox, 1 book shelf , audio and video recorder and some other Electronic Gadgets include CCTV -camera etc.

Franchisee has to use the trademarks, logos and name on the entire document in the same format given by Guidance Clinic India Pvt. Ltd., head office. Records of clients will be maintained by both of us Franchisee and franchisor. A Flex/Electronic/Metal Banner to display outside of office at a suitable location.

## *Support –*

The **Franchisee** shall be provided following support and facilities for promoting their business -

1. All Guidance Clinic India Pvt. Ltd. services delivered by Guidance Clinic India Pvt. Ltd. service delivery team.
2. Printed visiting cards. Additional cards will be provided on nominal charges.
3. Learner's Kit (includes presentations, sample proposals, emails and all other necessary documents to help you understand the different products/services offered by Guidance Clinic India Pvt. Ltd.)
4. Authorized Franchisee to be put on our website.
5. National Advertising through other mediums.
6. Provide initial training to the Franchisee, so that the Franchisee can successfully operate the Franchise.
7. Supply products and service to the Franchisee.
8. Supply printed material when required.