



INTERNAL TEAM TRAINING

Demo Pitch

crack the demo. close the parent.

A counselor playbook for pitching Bambinos, Gita, and Zing

 Counselors Intro

 Need Analysis

 Bhagavad Gita

 Product + Zing

The Pitch, Step by Step

01



Learning Counselors

Your role. The frontline.

02



Intro to Bambinos

Who we are. Scale. Courses.

03



Need Analysis

Discover the parent's pain.

04



Bhagavad Gita

Why kids need it now.

05



Product Pitch

Feature. Function. Benefit.

06



Zing Platform

Our learning engine.

You are the first impression.



A counselor is

not a salesperson.

You are a guide. You listen first. You match the right course to the right child. Trust closes deals.



Listen

More than you talk. Parent shares the real worry.



Diagnose

Spot the gap. Age. Skill. Confidence.



Prescribe

Pick the course that fixes the gap.

listen. diagnose. prescribe.

Bambinos.live in 60 seconds

5,80,000+

classes conducted

4.8 / 5

parent rating

10,000+

trusted parents

200+

vetted educators

Featured on Shark Tank India • Founded 2020 • Built in Bengaluru

our four pillars



Unbox English

Trinity College London curriculum. Reading, speaking, writing, listening.



Alpha Math

Story-driven math for Grades 1–8. Word problems, real contexts.



Little Yogi (Gita)

All 18 chapters, 200+ shlokas, ages 4–15.



Sanatan Unboxed

Indian heritage and culture, brought alive.

Need Analysis: Ask. Don't Pitch.

first 5 minutes decide the demo



About the Child

- Age and grade?
- What does the child enjoy?
- Where does the child struggle?
- School board and language at home?



About the Parent

- What outcome do you want in 3 months?
- Have you tried other platforms?
- What did or did not work?
- Who decides on enrollments at home?

Rule: a parent who talks for 70% of need analysis converts 3x more.

Why every child needs the Gita.

"yogah karmasu kaushalam"

excellence in action is yoga



Moral Intelligence

Right choices when nobody is watching.



Resilience

Bounce back from failure, peer pressure, stress.



Cultural Roots

Confidence in identity, language, heritage.



Decision Skills

Dharma, Karma, applied to real life.

18 chapters • 200+ shlokas • ages 4 to 15 • in their language

Feature → Function → Benefit

never sell features alone. always close on benefit.

FEATURE <i>what it is</i>	FUNCTION <i>what it does</i>	BENEFIT <i>what parent gets</i>
Live 1:1 / 1:6 classes	Real-time teacher attention, peer learning	Child speaks up, no fear of mistakes
Trinity London curriculum	Globally accredited progression	Internationally recognized certificate
Recordings + parent panel	Track every class, homework, progress	Peace of mind. You see growth weekly.

Pitch sentence: "This is X. It does Y. So your child gets Z."

Zing: where classes come alive.



Zing

our proprietary digital classroom and learning platform

Live class delivery, gamified practice, attentiveness scoring, leaderboards, homework, recordings — all under one roof.



Live Classroom

Interactive video, screen share, in-class activities.



Gamified Practice

Quizzes, badges, points, role plays.



Progress Tracking

Attentiveness, leaderboards, monthly reports.



Safe by Design

Vetted educators, recordings, parent panel.

not just classes. a complete learning system.

Why parents say yes.



Personalized Pace

1:1 and small batch attention. No child left behind.



Engagement Score

Live attentiveness data every class.



Parent Visibility

App for live joins, recordings, reports.



Outcomes that Stick

Skill mastery, not just course completion.



Confidence Gain

Public speaking, debates, showcases monthly.



Loved by 10k+ parents

4.8 / 5 across independent platforms.

Now go close the demo.

listen → diagnose → prescribe → close