

chrm<sup>®</sup>p

CERTIFIED HUMAN RESOURCE  
MANAGEMENT PROFESSIONAL

In this  
Presentation

- Call Flow
- Dialogues that work for Counselling & Conversions

CALL FLOW:

CALLING A LEAD:  
STARTING THE CONVERSATION

- ▶ Hi Good Morning/Afternoon/ Evening, Am I talking to with Mr/Ms.....
- ▶ This is Hema/Monisha/Meena, I am calling from Ripples Learning Services, Bangalore/ Chennai.  
You had enquired on Human Resource Certification Program
- ▶ Is this a good time to talk to you?  
**(Optional: only when here too much of noise or a cold voice at the other end)**
- ▶ Before I explain the Program in Detail, it would be great if you can give me a brief of your profile?  
(Your Experience, Level and Education)

CALL FLOW:

IN CASE YOU RECIEVE A CALL ON TOLL FREE/ OFFICE MOBILE/LANDLINE:

- ▶ Good Morning/Afternoon/ Evening, This is Hema/Monisha/Meena, how I can I help you?
  
- ▶ “The Candidate Asks about the Program”
- ▶ Before I explain the Program in Detail, it would be great if you can help me with few details.
  - a) Name
  - b) Mobile No
  - c) Email ID
  - d) Educational Background
  - e) Experience (Work Experience and Ask if the person is currently working or not)
  - f) How did you get to know about this course? (Source of Lead)
  - g) Ask the caller he is looking at a Short Term or a Mid term certification (What is the duration of Certification are you looking at?)

**NOTE:** This information is vital and it is of utmost importance that these details are collected.

## C.H.R.M.P CALL FLOW (In Detail)

C.H.R.M.P is a Globally Recognized HR Certification.

Certified Human Resource Management Professional is a certification Program which covers the all the domains/ entire gamut of Human Resource.

H.R can broadly be divided into mainly 10 different modules, domains like Talent Acquisition, Learning & Development, Performance Management, Employee Relations, Compensation, Benefits, Policy Making, HR Operations, Competency Mapping, Behavioural Event Interviewing Background verification and Employee Database Management etc

The idea of C.H.R.M.P is to give you an in-depth understanding of how Human Resource works at an organizational level.

The idea is not to teach you theory. The sessions are Application Based and work specific.

Whatever you will be doing as an HR in an organization is something that you learn.

## C.H.R.M.P CALL FLOW (In Detail)

We take up a HR Concept discuss it and then learn its implementation through ICP's - In Class Projects.

Or You can Say: We divide the sessions into 3 parts Concept Discussion & Learning Implementation & Trainer debrief. We discuss the concept & the through ICP's (In Class Projects) either individually or in group we create scenario's true for the workplace that you go about executing or solving. This gives you first hand understanding of how things work.

For every domain we have definite Learning Outcomes/ takeaways, sessions are activity driven to help the participants get a hands on experience.

### **For example:**

In Compensation, Benefit & Payroll we train you Statutory Compliances & Non Statutory Compliances, we discuss Basic, D.A, HRA, PF ESI, LTA, GRATUITY, Bonus, P.T (Professional tax), I.T (Income Tax) etc and you learn how to create Pay Slip in both Gross Salary & CTC formats and its different versions.

## C.H.R.M.P CALL FLOW (In Detail)

So at end of the Program if you to create a CTC of lets say 6 Lacs you will be able to do it, you will also be able to calculate the Tax and calculate Net Salary after Taxes.  
And that is what you will be doing in an Organization.

Similarly whichever domain you take whether is Learning & Development, Employee Relations, Recruitment & Selection, every domain will have definite Learning Outcomes.

This makes the training result oriented and very specific to what Industry wants.

We follow a Blended Learning approach you get a CHRMP Academy login & get access to recorded sessions, reading material, presentations, quiz etc & every Saturday we have expert lead online sessions.

This ensures you can learn at your own pace and also learn, clear your doubts and apply what you have learnt in an online classroom.

Training is highly interactive where people are taught concepts and then divided into breakout rooms to do the activity as discussed before

I am sharing the Program Plan and other details on your mail. I will give you a call back in case you need any help with any information.

## C.H.R.M.P: COUNSELLING : Explanation of the Program

The idea of C.H.R.M.P is to give you an in-depth understanding of how Human Resource works at an organizational level.

The idea is not to teach you theory. The sessions are **Practical, Application Based** and **Work specific.**

Whatever you will be doing as an HR in an organization is something that you learn as part of Certification.

We take up a HR Concept discuss it and then make you implement the learning through ICP's - In Class Projects.

For every domain we have definite Learning Outcomes and takeaways based on which the entire program is structured.



**Learning Outcomes of Learning & Development Domain:**

**DIALOGUE 1:**

“ Being part of a Training Team in HR you need to create the training need analysis, create training Analysis reports & implement the training plan. This certification will teach you all of it

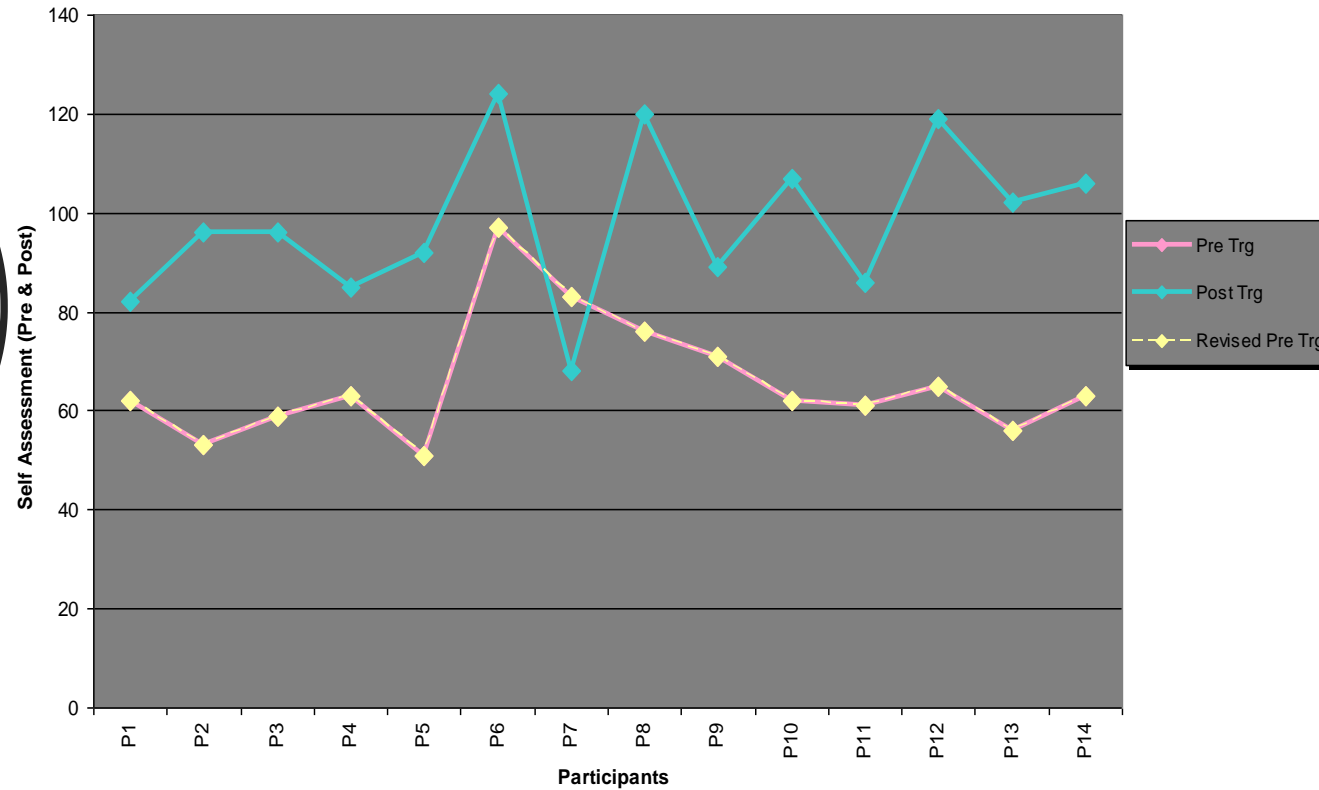
**DIALOGUE 2:**

“ Its is easy to calculate effectiveness of a Technical Training Program, for e.g Java training, you can just conduct a test and errors being reduced can tell you the effectiveness, BUT how will you do it for a Program on Leadership or Team Building, we will teach you how exactly it is done.”

# Talent Development: Report Creation

Kirkpatrick  
Level 2  
Impact  
(Participant  
wise)

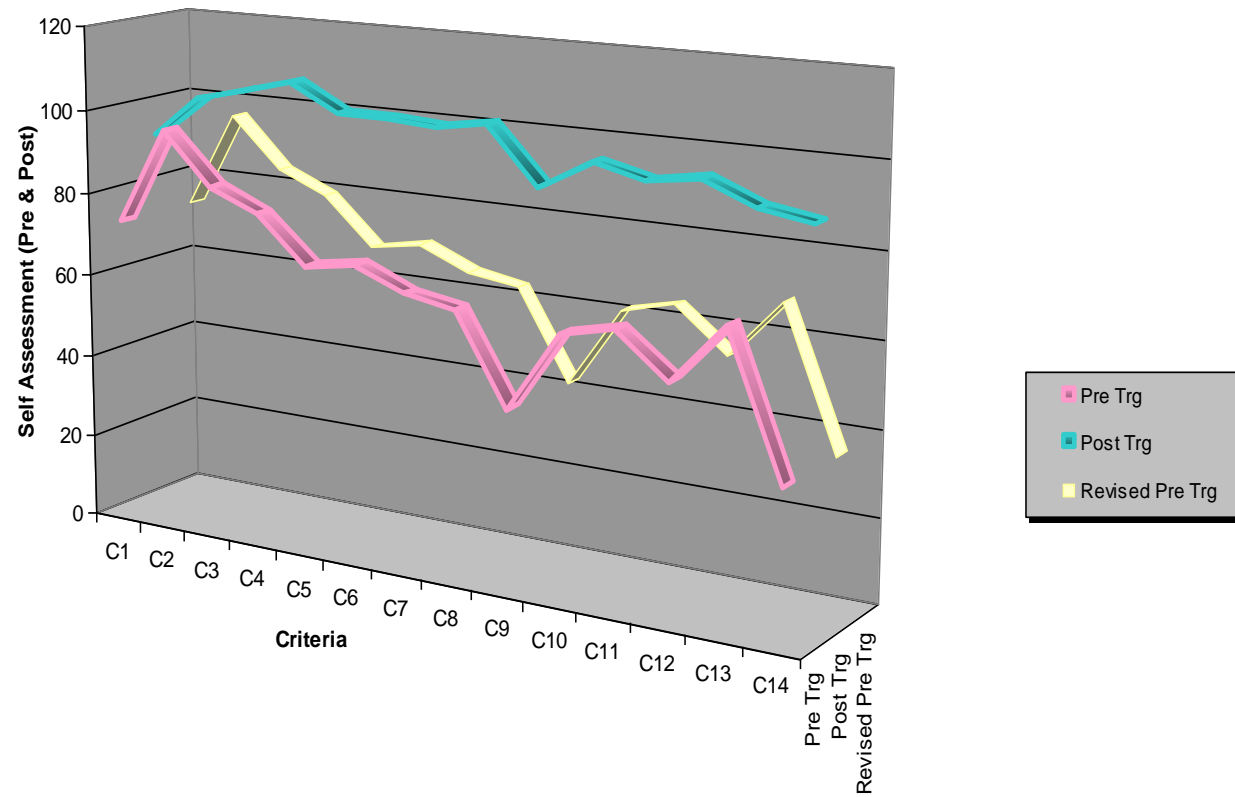
Training Effectiveness Analysis (Participant-wise)



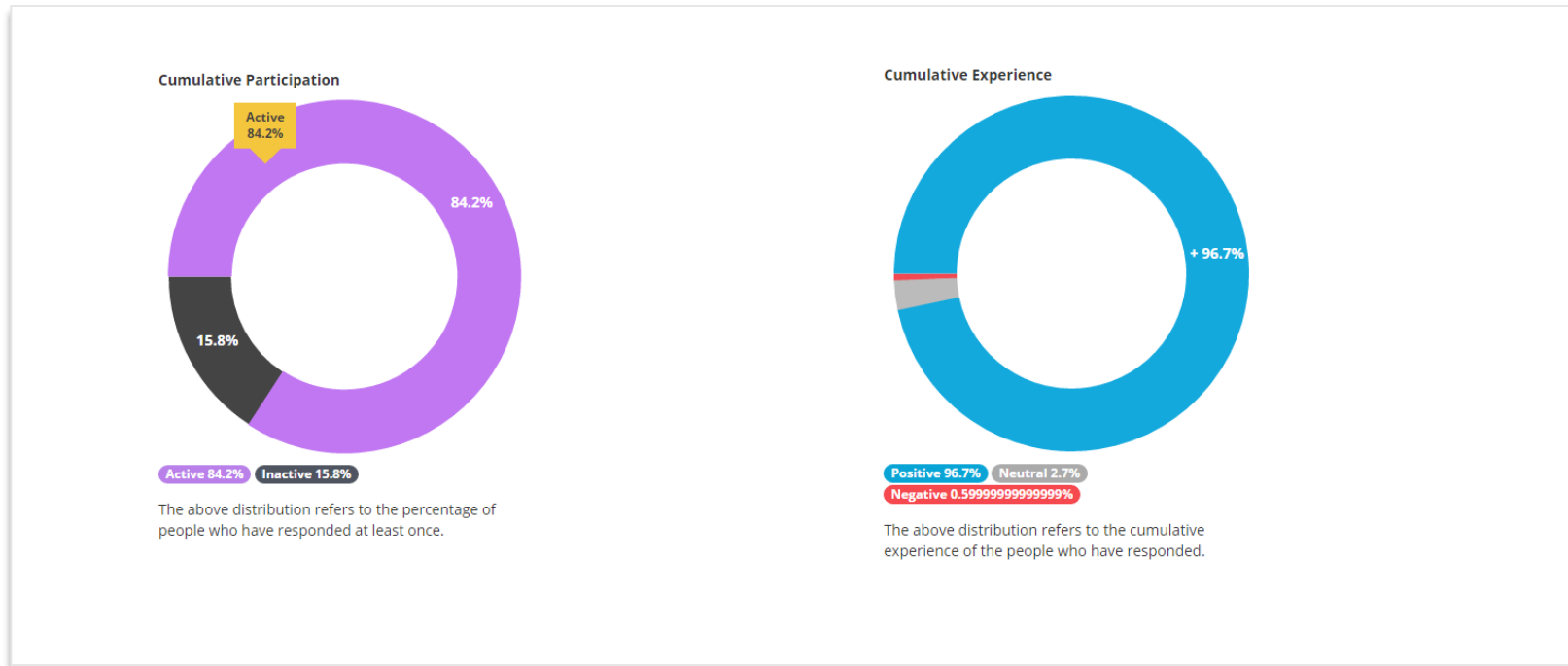
# Talent Development: Report Creation

Kirkpatrick  
 Level 2  
 Impact  
 (Participant  
 wise)

Training Effectiveness Analysis (Criteria-wise)



## Talent Development: Exposure to tools Like Results Lab



**Learning Outcomes of Talent Acquisition/ Recruitment & Selection Domain:**

**DIALOGUE 1:**

“Lets take a case of a Group Discussion, lets say their is a Group discussion happening, then Chances are that I being an HR choose lets say Person 1, you being an HR may choose Person 2 and somebody else being an HR may choose Person 3, as we might have our own perceptions and decision making criteria, but then this is not good for an organization as Result of a Group Discussion should be Process Driven not Person Driven, We make you learn how to set Processes”

**DIALOGUE 2:**

“So if you going to start in lets say Recruitment domain, you either be working on requirements, working on job sites or running Selection Process & tests, Whatever you will be doing as part of this domain you learn as part of C.H.R.M.P”

**Learning Outcomes of Talent Acquisition/ Recruitment & Selection Domain:**

✓You learn the Art of New Age Interviewing –

**DIALOGUE 1:**

“We teach you concept of Behavioural & Competency Based Interviews, it is very different from Traditional Interviews that are normally conducted. In traditional Interviews you ask questions like Tell me about yourself?, Where do you see yourself 5 years from now?, what are your short term/ long term goals? , Why should we hire you? Etc.. Behavioural Interviews are very different, if you have to judge somebody’s Interpersonal Skills, their Creativity or Innovation, what kind of questions will you ask, We make you learn all that”

**Learning Outcomes of Performance Management Domain:**

**DIALOGUE 1:**

“ In performance Management it is easy for an HR to implement a Performance Appraisal Form which has already been created, in Class here one of the ICP’s (In Class Projects) will for you to design a Performance Appraisal form, this would give you an in-depth idea of How Processes get Implemented”

**Learning Outcomes of Employee Relations Domain:**

**DIALOGUE 1:**

“Now if you join a job in Employee Relations, this is what you would be doing, planning and implementing ER strategies, calculate Attrition and Absenteeism Rates or conduct exit interview, we teach you calculating Attrition & Absenteeism rates, conduct Exit interviews, drive employee surveys etc”



## **Learning Outcomes of Compensation, Benefit & Payroll Domain:**

### **DIALOGUE 1:**

“In Compensation, Benefit & Payroll we train you Statutory & Non Statutory Compliances, we discuss Basic, D.A, HRA, PF ESI, LTA, GRATUITY, Bonus, P.T (Professional tax), I.T (Income Tax) etc and you learn how to create Pay Slip in both Gross Salary & CTC formats and its different versions. So at end of the Program if you to create a CTC of lets say 6 Lacs you will be able to do it, you will also be able to calculate the Tax and calculate Net Salary after Taxes. And that is what you will be doing in an Organization.



Thank You