SHIKHA SOLUTIONS

PEHLA DARWAZA

The trusted-referral Gatekeeper Map

Before choosing an institute, many students ask someone they trust. That person is the first door. Identify them, be useful and build a relationship before asking for referrals.

START WITH YOUR LAST 30 ADMITTED STUDENTS

Ask: "Admission se pehle kis se salah li thi?"

01 Map it.

Ask your last 30 admitted students: "Admission se pehle kis se salah li thi?" Look for recurring names and roles.

02 Pick 1–2 types.

Choose the people with regular student contact, strong trust and a realistic way for you to build a relationship.

03 Give first, ask later.

Offer something useful with no referral request attached: career guidance at a school, a course-information sheet for a clinic, or a free test for a tutor's students.

04 Keep in touch.

Plan one thoughtful touchpoint each month: a greeting, an event invitation or a useful update. Share individual student progress only with their permission.

05 Make referrals easy and trackable.

Use a referral card or a WhatsApp link. Add "Who told you about us?" to the enquiry register and give every new enquiry an owner.

06 Review every month.

Count enquiries and admissions by first door. Compare conversion, relationship effort and cost, then focus on the doors that work.

07 Check your Growth Score.

Use the Free Coaching Growth Score to check whether enquiry handling, counselling and follow-up are ready to turn that trust into a good admissions experience.

Next: complete the working map on page 2. Growth Score: shikhasolutions.com/coaching-growth-score

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Institute: _____ Course: _____ Month: _____

1. Ask your students. Which names or roles keep coming up?

2. Pick 1-2 first doors and plan your relationship-building.

First door / contact role	Why students trust them	What useful value can we give?	Owner / next touchpoint	Referrals / admissions

3. Make referrals trackable.

Add "Who told you about us?" to your enquiry register. Use a referral card or WhatsApp link. Record enquiry date, source, counsellor, next action and final outcome.

4. Review monthly.

Enquiries: _____ Admissions: _____ Conversion: _____ Time / cost: _____ Next review: _____

Double down / improve / pause: _____

Use the course examples on the website as hypotheses. Respect consent when sharing student updates. This worksheet does not imply professional endorsement or guarantee referrals.