

CUSTOMER FLOW FOR ICX

How do we build long term relationships?

ATTRACTION



CONSIDERATION



VALUE DELIVERY



BRAND ADVOCACY



ATTRACTION

1

Research and Lead Gen

Create research within your target market that outlines information about the company and possible needs that AIESEC could solve through our product. Sufficient research is required to put in the database so that it will help with the sales process later on.



LinkedIn research: With the name of the company go to the advanced search in your account and look for contact names



Google research: Our key words must contain, industry, sector or city, e.g: "Manufacturing companies in Perth"

Take maximum 10 minutes generation one company

2

First Touch Point

Utilize this first touch point as your channel to explain how GT, GE or GV can solve the company's need. Tailored your Email and call, following the structure created in your LC or given in our videos. Networking events are the best space to generate the first physical contact.



First Email: Use it as a hook to create the next approach (call), cover in less than 300 words, introduction, AIESEC and Value Prop. Add Value in every email.



Calls: Use it after the first email. With this touch point we explain to the company the value proposition and how GT, GV or GE can solve a current need. Calls are also used as first touch point, follow up of emails or book meetings. You can find other uses!!!



Networking Events: An alternative channel to get Leads, understand the market, current trends and validate benefits and new initiatives.

Take 5 max business day to follow up, book a meeting or close the prospect

3

First Meeting

Space where we analyse based on different sales techniques, what are the current issues that the company is facing and how Ge, GT or GV can solve these issues with our products. The call to action in the first meeting have a date to close the contract or close the prospect.



Meeting preparation: Read more about the company, create a tailored proposal and prepare the structure of your meeting.



During the meeting: Start with a conversation using any sales technique (e.g. SPIN sales), link their need with our product, explain the process with timelines and each one's responsibility and at the end our call to action is signing the contract.

Follow up: Every 3 business days, send an email with more information or reminders, call to ask about their thoughts or feedbacks and how we can move forward.

Take 10 max business day to follow up, sign contract or close the prospect

4

Open Opportunity

Space where we analyse based on different sales techniques, what are the current issues that the company is facing and how Ge, GT or GV can solve these issues with our products. The call to action in the first meeting have a date to close the contract or close the prospect.



Job Questionnaire: Send JQ, the company has to fill out every requirement and send it back.

Sign contract: Send the contract to the company, answer any question from them and follow it within the same week.

Open on EXPA: Create the opportunity based on the requirements of the company in the JD. Follow the steps in the EXPA video

Take 5 max business day to have the contract back and open the opp.

CONSIDERATION

1 Shortlisting, IR and EXPA

According with the requirements of the JD given by the company we start our internal research in EXPA and with our international partners to find the best candidates for our new partner.

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EXPA Applicants: After opening the opportunity go to EXPA and check the profiles that have applied to your opportunity, download the CVs.

International relations: Update our search-tool our country partners are going to send that to their EPs and they are going to apply to our opportunities.



Shortlist: After collecting all the applicant's CVs, review them and check if the fit with the JD requirements.

Send the first shortlist 2 business days after opening the opp.

2 Company's Selection Process

After the company receives the first package of CVs, the company has to review all the profiles and start their internal selection process or request more profiles to AIESEC.



Company review CVs: During 5 business days the company evaluates if the first profile package is suitable for the position available, otherwise the company starts interviews.

Providing shortlists: If the company requests more profiles, AIESEC has 2 business days to provide more CVs according to the feedback that the company gave.

*5 Business days for CV review
2 Business days to send more profiles*

3 Company and AIESEC Interviews

After the company receives the first package of CVs, the company has to review all the profiles and start their internal selection process or request more profiles to AIESEC.



Company Interview: During 5 business days the company evaluates if the first profile package is suitable for the position available, otherwise the company starts interviews.

AIESEC Interview: After the company selects an EP for the opportunity, AIESEC sends a welcome email and book a expectations setting meeting with the EP.

*5 Business days for CV review
2 Business days to send more profiles*

4 EP logistic Support

As soon as all selection processes are done with the three parties, EP manager in each LC have to start our internal visa process, traveling documents as flight tickets and insurance.



Visa process: After companies confirmation of selection, Visa first email should be sent with the documents listed in the visa process. MCVP ICX will take care off the process after this email, though the communication about this topic must be responsibility of each LC.

Travel Documents: Travel documents such as flight tickets and insurance have to be collected 2 weeks before the realization date.

20 Business days for Visa process

VALUE DELIVERY

1 Fulfill Realization S&S*

According with the requirements of the JD given by the company we start our internal research in EXPA and with our international partners to find the best candidates for our new partner.

ARRIVAL PICK-UP

An AIESEC member pick-up the EP in the airport and support the EP when he is going back home. There should be a welcoming environment for the EP.

DEPARTURE SUPPORT

FIRST DAY OF WORK

The EP is introduced to the company at the first day of work. In this first day the EP, company and a representative of AIESEC set expectations of goals and responsibility during the exchange.

INDIVIDUAL RESP. & GOALS

ACCOMODATION

AIESEC supplies sufficient information to the EP regarding accomodation, companies, partners or specific locations, where the cost of this do not exceed the basic costs of living.

BASIC COST OF LIVING

LEADERSHIP DEVELOPMENT

The EP and company understand what are the leadership spaces and when and how they are going to be conducted

*Look in our ICX folder the new LDM booklet for more information about S&S

2 Audit S&S

To ensure that all our EPs have recieved the same quality in our standards it's needed to Audit each one of them. Remember XQSC is a minimum in our entity but we need to track specific activities in each of the standards.

1

Before arrival: A package with information is needed to align what is the support that AIESEC is giving to each intern and what is their responsibility.

- Basic cost of living
 - Accomodation info
 - Australian culture 101
 - Clear JD
 - Basic information on how to live in Australia
- Ask for tickets, insurance documents and tracking visa process.

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After arrival: To ensure that the standards are meet the first weeks that the EP is here (GT) or days (GC & GE), it's needed to have a evaluation from EP about the standards, giving proves (documatation).

- Picked-up in the airport
- First day of work
- IPS or first LEAD spaces
- Clarity of individual responsibilities and goals.

BRAND ADVOCACY

1 Evaluate our Experience

After the EP experience ends is needed to evaluate every aspect of it, from the EP perspective and our partners perspective. XQSC is the current way to do it.



XQSC For Global Talent, there must be 3 survies in total, begining, middle and at the end of the experience for both, EP and company. For Global Entrepreneur and Global Citizen only 2 survies begining and end for the exchange.

2 Next Steps in our Experience

Continue the relation with our enablers is crucial, have a meeting just after the experienc-es is completed, listen to them and make improvement points for the next experience. Showcasing is collected to attract more companies and show our brand.



Closing meeting: During this meeting we talk about improvements and new proposal to continuo working together, book it weeks before the internship is over. Having the last meeting with the EP and the company will give a professional closing to our services, at the same time we can collect showcasing from both EP and company.

PLAN EXAMPLES

ATTRACTION

MoS: 200 LEADs - 60 Meetings - 20 Opens

KPIs: Lead Generation - Calls and Emails - Meeting prep - Meetings - Follow up

Objective: Each MoS and KPIs needed in this stage are to ensure that we can get opportunities in Ausvtralia. We have to understand that each goal is meant to lead you to the next one, e.g. if I already have 6 meetings as a member I have to focus to get 2 contracts signed or 2 new open opportunities from those 6 meetings, instead of getting more meetings.

of Members: 10 members
Divide the goal per member

WEEK 0

1. Lead Generation
2. Create email & call scripts
3. Stablish individual goals

WEEK 1

Mon- 20 emails per member
Tues- 20 calls per member
Wed- 20 follow up calls
Thur- 20 follow up calls
Frid- 20 follow up emails

WEEK 2

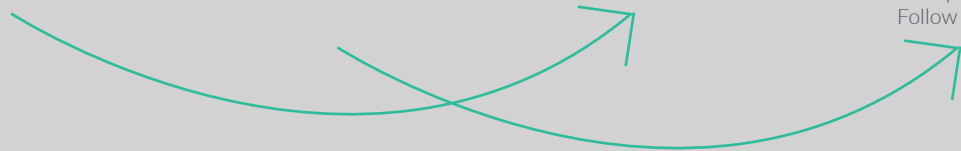
Mon- Meeting Preparation
Tues
Wed | 6 Meetings per member
Thur
Frid- Send proposals and ppts

WEEK 3*

Mon- X emails
Tues- X calls - Follow up week 2
Wed- X calls - Follow up week 2
Thur- X calls - Follow up week 2
Frid- X emails

WEEK 4*

Mon- Meeting Preparation
Follow up
Tues | X Meetings per member
Wed | Follow up
Thur
Frid- Send proposals and ppts
Follow up



1. The activities run each week must have actions spaces, discipline and consistency will create a strong sales force.
2. Each member of the team is responsible to achieve the goal during the time planned, the sales process works as a cyle, where if you don't achieve your goal the first 2 weeks you start again the next week.
3. Though don't forget that the meetings and leads that you already got you have to build the relation, at the end your goal of meetings should give you your goal of opens.

4. Each week the whole team has to review the performance of the team, address current issues, solve them and move to achieve the Gap left from last week and the goals for the next one.
5. Some negotiations can last more than one month, so the process for follow up can be longer.

* If you didn't achieve your goal in week one or two, you have to start the process again in week 3 or 4 achieving the Gap of week 1 and 2.

CONSIDERATION

MoS: 16 Approves

KPIs: CVs selection - 20 CVs per week - 2 weeks to convert from OP to APP

Objective: In this stage is really important to set clear responsibilities and timelines with the company about the selection process, if they want the EP in two months the approves must happen in the next 2 weeks. Remember that in this stage both parties have same responsibilities.

of Members: 10 members
Divide the goal per member

WEEK 0

1. Send JQ
2. Send Contract
3. Recieve back JD and Contract

WEEK 1

Mon- Open Opportunity
Tues- IR promotion
Wed- Virtual Promotion
Thur- Filter CVs from EXPA align with JD
Frid- Send first package
20 CVs minimum

WEEK 2

Mon- Review with the company quality of profiles - Call
Tues
Wed | Repeat Week 1 process
Thur | if company wants requires
Frid- Send second package

WEEK 3

Mon- Check with company improvements on selection
Tues
Wed | Repeat Week 1 process
Thur | if company wants requires
Frid- Send third package or wait For the final candidate

WEEK 4

Mon- Book a meeting with new EP
Tues | EP meeting/interview
Wed | First Email
Thur | Visa process start
Frid- Approvals on EXPA

1. Remember that depends on when the company wants the EP the time that you have to take to approve an EP.
2. It's our responsibility to make understand to the company the whole process.
3. If the selection process is going to take place more than 3 weeks after the contract is signed, you have to nurture the relationship and keep the company interested in AIESEC.

4. The company is responsible for the selection process. The interview EP and AIESEC should be done after the EP is selected for the company, another interview with candidates can only happen if the candidates requested.

VALUE DELIVERY

STANDARDS BEFORE REALIZATION

VISA & WORK PERMIT	6 weeks before the realization date the visa process should start
JOB DESCRIPTION	- EP must understand the Job Description and it should be clear in Opportunity portal - Duration must be from 3 to 18 months GT, from 3 weeks to 3 months GE and 2 to 12 weeks GV.
DURATION	
WORKING HOURS	- The working hours shouldn't be longer than 40 hours per day
ACCOMODATION	Supply enough information to the EP about accomodation
BASIC LIVING COSTS	The EP must know that the payment is enough to cover his expenses in the country

STANDARDS AFTER REALIZATION

ARRIVAL PICK-UP	One week before the travel, AIESEC must know the date, hour, flight number and airport of arrival. An AIESEC member is responsible to pick up the EP the first time and drop him off.
DEPARTURE SUPPORT	
FIRST DAY OF WORK	- An AIESEC member take the EP to the company and introduce him to the manager. The three parties set individual goals and responsibilities for the EP.
INDIVIDUAL RESP. & GOALS	
LEADERSHIP DEVELOPMENT	For more information check the LDM booklet and other documents available in myaiesecaustralia web page.

ACCOUNT MANAGEMENT

What is Account Management?

Account Management is the art to support the operations between two companies, in order to **maximised benefits** in the relationship.
The Account Manager is the main point of contact among the companies and his or her organization, can provide a **strategical planning, technical support and optimization for the account.**

Firefighting VS Process Planning

- | | |
|---|---|
| <ul style="list-style-type: none"> - Reactive solutions - Continuos waste of resources - Unprofessionalism behaviour | <ul style="list-style-type: none"> - Proactive solutions - Efficiency in our actions - Confidence among our partners - Control of our operations, when everyting is going to happen |
|---|---|

Touch points with the company

Pre-Meeting

- Recap previous meetings
- Build new proposal e.g solve current issues, financial benefits.
- Preparation and rehearsal

Meeting

- Have an agenda
- Go trough the proposal.
- Have a call to action, responsibilities for the company and AIESEC

Post-Meeting

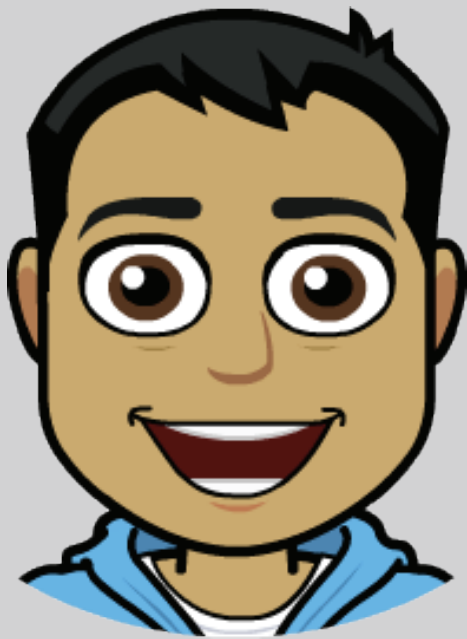
- Follow up call to action (email ourput meeting)
- Sense of urgency in your communication.
- Review proposal and prepare for next meeting

Tips:

1. Have at least one meeting per month
2. Have a fortnight call, to review the call to action set during the monthly meeting
3. Have a bi-monthly meeting with the EP and company
4. One month before the EP finish, in that monthly meeting, make a new proposal and showcase all that the EP has done during the exchange.
5. Always be open to talk to the company.
6. Accountability is a very important factor to keep a good relationship.
7. Create reports every three months for the company, that way they can see the improvements with the program.

THANK YOU FOR READING

If you have any question, feel free to contact me



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