



SALES EDU CYCLE

AGENDA

1. Value Proposition
2. Buyer Persona
3. Sales Speech



Value Proposition



Our Value Proposition & Benefits

Global Volunteer for Organizations

Make a local impact through Global Volunteers.

Bring people around the world to make a local impact within your community by organizing a project with AIESEC.



Global Perspective

Add a multi-cultural perspective to your organization by realizing the project with international volunteers.



Source with ease

Make sourcing of international volunteers with different backgrounds easier for your social project with AIESEC global network.



AIESEC Support

Our team of volunteers will take care of logistics. We provide support with visa, documentation and assist the trainee during the exchange and help with his personal, professional and leadership development.



Project designed for impact

Run a project with AIESEC focused on the 2030 Sustainable Development Goals.

Buyer Persona



“Buyer personas are fictitious representations of your **ideal customers**. They are based on **real data** about the demographic characteristics and **behavior** of your customers, as well as creating your personal stories, motivations, goals, challenges, and concerns”.





NGO Project Manager

Global Volunteer | Customer Persona Partners

Background

Education:
Social studies and history in college.

Expertise:
Project management.

Job:
Project management NGO.

About

Behaviors:
Likes to read history and literature.

Motivators:
To make an impact in her society/country relatives, and close friends;

Communication preferences:
Email for work, Uses Facebook and Instagram to connect with friends.

Demographics

Gender: Female or Male
Age: 25-30
Income: Average

Challenges

Primary challenge:
Not enough funds coming from the donations to the NGO.

Secondary challenge:
Government not proving fund to the NGO for the last 6 months.

Frustration:
Not enough money to invest in new activities but more maintenance of the NGO.

Goals

Primary goal:
To lead successful and impactful projects in the NGO.

Wishlist:
To travel and interact with a diverse set of people.

Common objections

- Payment before value delivery;
- Prior lousy experience with AIESEC based on bad delivery or Word of mouth from others
- No budget;
- No food and accommodation to provide to interns.



NGO Founder

Global Volunteer | Customer Persona Partners:

Background

Education:

Not graduated, only Secondary Education.

Expertise: Education and School Management, 20 years experience working with Schools/NGOs.

Job: Part-time work in the NGO and par-time Teacher.

About

Behaviors:

Big heart, very supportive and willing to help; tough work, solve all the problems; very respected in the community.

Motivators:

Provide better education/activities for the kids/young people from the community.

Communication preferences:

Doesn't use WhatsApp or email, prefer calls.

Demographics

Gender: Female or Male

Age: 27-45

Income: Avarege

Challenges

Primary challenge:

Not enough funds coming from the donations to the NGO.

Secondary challenge:

Government not proving fund to the NGO for the last 6 months.

Frustration:

Not enough money to invest in new activities but more maintenance of the NGO.

Goals

Primary goal: Improve the education of the kids in the community and more young people joining university.

Secondary goal: Young people/Kids from the community to have extra activities in the counter turn of the school.

Wishlist: Young people from the community being able to find a job and study.

Common objections

- I have more priorities than focusing on this process;
- I can not offer accommodation.



School director

Global Volunteer | Customer Persona Partners

Background

Education: Masters in education/psychology.

Job:

- Director of primary/secondary school education;
- Teacher, school manager;
- School administrative.

About

Behaviors:

Bossy, performance oriented, focus on details, perfectionist.

Motivators:

To improve the school ranking (image).

Workflow:

- Lead a lot of people;
- PR; arranged meetings;
- Phone calls.

Demographics

Gender: Female

Age: 35-45

Income: medium/high

Challenges

Primary challenge:

- Not enough school fund;
- A lot of priorities and stakeholders.

Frustrations:

- Everybody complains about the school services.

Goals

Primary goal: Make extra curriculum programs more attractive.

Secondary goal:

Add more value to the school.

Wishlist: Have more extra curriculum courses for the school, have the school in a better ranking.

Common objections

- I have more priorities than focusing on this process;
- I can not offer accommodation.

How to Create Personas for your LC?

1. Gather Data
2. Make assumptions
3. Make Interviews
4. Consolidate Information
5. Finalize the buyer persona



Sales Speech



TIPS:

- It should be very clear and to the point
- It should have a clear Proposal and Next Step
- Practice before Calling or doing the visit and get feedback
- It should show your interest to collaborate with the Partner
- It should include a brief description of what AIESEC is and what we do



LET'S GET PRACTICAL

The logo for 'Blazer' is written in a cursive, handwritten style. The letters are filled with a vibrant gradient that transitions from a bright yellow at the top to a deep purple at the bottom. The 'B' is the largest and most prominent letter, followed by 'l', 'a', 'z', 'e', and 'r' in a fluid, connected script.

Blazer

I need one VOLUNTEER

The logo for 'Blaze' is written in a cursive, handwritten style. The letters are filled with a vibrant gradient that transitions from a bright yellow at the top to a deep red and purple at the bottom. The word 'Blaze' is centered at the bottom of the image.

Pretend we are a possible new Partner and you are doing the first call. What would you say? (2 minutes)



Feedbacks?

The logo for 'Blazer' is written in a cursive, handwritten style. The letters are filled with a vibrant gradient that transitions from a bright yellow at the top to a deep red and purple at the bottom. The word 'Blazer' is centered at the bottom of the image.

Pretend we are a traditional Partner and you want to have an Evaluation Meeting to Re-Raise Opportunities. What would you say? (2 minutes)



Feedbacks?

The logo for 'Blazer' is written in a cursive, handwritten style. The letters are filled with a vibrant gradient that transitions from a bright yellow at the top to a deep red and purple at the bottom. The word 'Blazer' is centered at the bottom of the image.



Questions?