

PRE-ATTRACTION

Market Analysis

- I have **local Buyer Persona** for my product
- I did a competitor's analysis.
- I did a **Market Analysis** for my main campuses and focus departments
- I analyzed past **conversion rates** by university, department, channel, strategy used, SDG/sub-products
- I analyzed the **NPS data** to identify the current state of customer loyalty and detractor

Product Funnel

- I analyzed the **conversion rates** of the product funnel and identified the bottleneck
- I have created an **action plan** to solve the product funnel bottlenecks
- I have established a routine **to analyze and track product funnel goals**

IR Partners

- I have analysed the past **supply and demand** history of my LC
- I have analyzed the current state of **exchange standards** delivery of the main IR partners
- Based on MC's recommendations, I have **established LC2LC** cooperations with entity partners
- I have defined **numerical goals** in realizations with my IR partners
- I have established **timeline**, goals for **process time** and **strategies** to make the partnership successful
- I have established a **working routine** with my IR partners

Strategy Creation

- I have a defined **Physical Marketing strategy** for my product and sub-products
- I have created an action plan to **increase NPS, Response Rate** and solve the **exchange standards** bottlenecks

Membership Education

- I have **created a local education cycle** that includes:
product value proposition, SDG alignment basics/sub-products, customer flow, SOPs, exchange standards, XPPs, LC role in attraction plan, online activities and sales
- With my IR partners, I have defined goals for: Applicants, Accepted, Approvals, Realizations, Completed, APP2APD Conversion Rate, APD2RE Conversion Rate, FIN2CO Conversion Rate, Applied2Approved Process Time, Working routine
- I have a **timeline for delivery** of the education cycle in my LC
- I have a system to **track** that all the members completed the education cycle

Resources

- I have a defined **Marketing Budget** for my product
- I made the **investments planning** based on the channels contribution per month

EXPA Settings for Operations

- I have **assigned EP Managers** me and my TL(s) on the Committees page for OGX Operations
- I ensured that all my membership has **aiesec.net mail** for communication with externals

Tracking

- I have **assign** have established a routine to analyse and track my KPIs achievement, conversion rates and process time **EP Managers** me and my TL(s) on the Committees page for OGX Operations
- I have established a routine to analyze and track NPS goals
- I have established a routine to analyze and track exchange standards goals

ATTRACTION

Message Alignment

- I ensure that the attraction **message, IR partners and SDGs/sub-products** being promoted are aligned throughout the funnel

Offline Attraction

- My LC is using offline materials **provided by the MC**
- All interested people are directly **signing up on aiesec.gr**
- All physical marketing activities are **personalized to the department per persona** they are executed in
- I am tracking through and updating the **National tracking system** for Offline activities
- I'm having **minimum 1 stand per week** for my product
- I'm having **minimum 3 classrooms per week** for my product
- I participate in at least **1 event per month** for my product

Online Attraction

- My **focus universities** are promoting AIESEC **on their digital channels** (UniSite, UniMail, etc.)
- My LC is targeting focus Markets by **investing in paid Ads posted by National social media channels**
- I'm **brand auditing through MC** every material that my LC creates

Sus Management

- I'm tracking my TL(s) on defining the **responsible for SUs management**
- Education** for SUs management have been given to my LC Consideration

Conversion Rate Optimization

- I weekly **collect and analyze data** about number of:
Contacted and Uncontacted EPs, Infos Booked and Infos Done, Applicants, Accepted and Approvals, as well as Conversion Rates and Process Time to identify bottlenecks and improve my processes
- I have a system in place to **identify main drop out reasons** from SU-APL-ACC-APD
- I **create strategies** to improve conversion based on main drop out reasons

CONSIDERATION

Routine

- My members are checking PODIO everyday and having updates for each EP.
- My members are checking EXPA everyday.

Call

- I ensure all my members are **trained on how to make a Call**
- I ensure my Functional has a clear routine to contact all new Sign Ups **in less than 24h**
- I ensure all my members are **proposing day/hour for meetings** rather than asking
- I ensure all my members are booking for Infos **maximum 2 days after the Call**
- I ensure all my members are sending **information Mail after call**
- I ensure my Functional is calling EPs that did not answer to the phone in the **same day again**
- I ensure my Functional is calling EPs at least **3 times in 2 days** and **send e-mails**
- I ensure all my members are trained on how to **collect information about the customer during the Call**

CONSIDERATION

Info preparation

- I ensure that all my members are sending reminders to the EPs about the Info date, time and place right after the Call and 1 day before the Info
- I ensure all my members are trained to identify the EP's Profile, needs and pains from the information collected during the call
- I ensure all my members are trained to choose opportunities and change their sales Pitch according to the EP's profile, needs and pains
- I ensure all my members are taking the time to prepare themselves before the Info and separate the specific opportunities they are going to offer to the EP
- I ensure that the opportunities my members are offering to the EPs are aligned with the attraction message

Info

- I ensure all my members are using national materials
- I ensure all my members are selling projects to the EPs during Info and not after
- I ensure all my members are aiming to make EP apply during and at the end of INFO
- I ensure all EPs are filling their aiesec.org profiles during info and checking sample projects with AIESECers
- I ensure all my members are trained in SPIN Selling and other Sales Methods and are implementing them during Info
- I ensure all my members are explaining the application and approval process in a clear way to the EPs during Info
- I ensure all my members are setting the right expectations with the EPs related to the countries of the projects they are selling
- I ensure all my members are making the EPs leave the info with clear next steps and deadlines (Applying in max 2 days after meeting)

Acceptance

- I ensure my IR Partners are contacting EPs in less than 24h after Application
- I ensure that my IR Partners Accept my EPs in less than 2 days after Application
- I ensure that my IR Partners give us feedback about the EP's process, in case they are rejected
- I ensure that my IR Partners send us new opportunities for the EP, to apply, in case they are rejected

Approval

- I ensure the EP signs the Acceptance Note and answers the LDA in less than 24h after being Accepted
- I ensure the EP has been informed and received a copy of the XPPs along with the contract
- I ensure the EP signs the contract and fulfills the payment maximum 2 days after being Accepted

PREPARATION

Preparation

- I ensure all APD EPs are in PXP app on Podio
- I ensure all information in PXP app on Podio is filled in the same day with approvals from EP manager.
- I ensure all my members are delivering OGX standards
- I ensure all my members are tracking ICX Communication with EP (legalities and standards delivery)

Content production

- All approved EPs are trained to produce content during their experience

Quality case

- I understood and trained my members on XPP and case solving process

EXPERIENCE

Quality case

- I understood and **trained my members on XPP and case solving process**

POST - EXPERIENCE

Debrief

- I ensure that all my members are **checking the EP's Final LDA Results** during Debriefs
- I ensure that all my members are guiding the EPs to fill the **NPS Survey** during Debriefs
- I ensure that all my members are guiding the EPs to fill the **standards survey** during Debriefs
- I ensure that all EPs **submit their showcasing materials** during debrief
- I ensure that all my members are having a **reintegration Seminar in which they invite the EPs to become members**
- I ensure that all my members are offering the EPs **new exchange opportunities** during Debriefs
- I ensure that all my members are collecting the **EPs' Feedback** during Debriefs
- After Debriefs, I create an **Action Plan based on EPs' Feedback** to ensure they do not repeat
- I ensure all my promoters EPs are often **invited to AIESEC's Attraction Events** after the Debriefs