LCVP oGE Standard Operating Procedures

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 detraction

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, Accepteds, 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 tim**eed 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

LCVP oGE Standard Operating Procedures

ATTRACTION

Message Alignment

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

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**

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**

LCVP oGE Standard Operating Procedures

CONSIDERATION

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**
- ☐ I ensure that my EPs have **well designed English CV with good design and content**
- ☐ I ensure that my Eps are ready for **start-up interview**

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**

LCVP oGE Standard Operating Procedures

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