

CONSIDERATION

Message alignment

- Message passed to the customer through calls, infos, etc. is aligned with product message
- I have different / aligned sales pitch for different personas

IR

- I know all our IR partners and how to sell them. (Average budget, cities, benefits, conditions etc.)
- I am only selling IR partners during call / info

Routine

- I am checking PODIO every day and having updates for each EP
- I am checking EXPA every day

Call

- I know how to make a Call and direct EPs in the funnel
- I have a clear routine to contact all new Sign-Ups in less than 24h
- I am proposing day/hour for info meetings rather than asking
- I am booking Infos maximum 2 days after the Call
- I am sending information mail after call
- I am calling EPs that did not answer to the phone on the same day again
- I am calling EPs at least 3 times in 2 days and send e-mails
- I am trained on how to collect information about the customer during the Call

Info preparation

- I am reminding to the EPs about the Info date, time and place right after the Call and in the same day of meeting
- I am identifying the EP's Profile, needs and pains from the information collected during the call
- I am choosing opportunities and change my sales Pitch according to the EP's profile, needs and pains
- I am preparing myself before the Info and separate the specific opportunities they are going to offer to the EP
- I ensure that the opportunities I am offering to the EPs are aligned with the attraction message

Info

- I am using national materials
- I am selling projects to the EPs during Info and not after
- I am 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 am trained in SPIN Selling and other Sales Methods and are implementing them during Info
- I am explaining the application and approval process in a clear way to the EPs during Info
- I am setting the right expectations with the EPs related to the countries of the projects we are selling
- I am making the EPs leave the info with clear next steps and deadlines (Applying in max 2 days after meeting)

CONSIDERATION

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 am delivering OGX standards
- I am 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 XPP and case solving process

EXPERIENCE

EP management

- I am keeping weekly contact with the EPs

POST - EXPERIENCE**Debrief**

- I am checking the **EP's Final LDA Results** during Debriefs
- I am guiding the EPs to **fill the NPS Survey** during Debriefs
- I am guiding the EPs to **fill the standards survey** during Debriefs
- I ensure that all EPs **submit their showcasing materials** during debrief
- I am having a **reintegration Seminar** in which they invite the **EPs to become members**
- I am offering the EPs **new exchange opportunities** during Debriefs
- I am 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