

Rethink- phase 2

Objectives -

- Give a practice to BD new members
- Improving PR
- Find partners for upcoming LC events
- Find partners for front office functions

BD incharge- Venuri

Marketing incharge- Nisal

●● Focusing front ofz /LC events

| TIMELINE | 1st week | 2nd week | 3rd week | 4th week | 5th week |
|----------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| 2 practice sessions - cold+email+warm | | | | | |
| 1. Members -Market research - 10 companies - 10 days 2. New 3TLS - email draft +pdf | | | | | |
| Cold call | | | | | |
| Warm call | | | | | |

bd members- under Managers-

✓ Market research targeting Front ofz

Ishara -igt

Hansi -igt

Sathurthika -ogv

Pramudi- ogv

Akthar -igv

Udani -igv

rest - under BD specialists/ Strategist

✓ Market research targeting 4 main LC events

Kaushalya -igt

Netmi

Hirusha - igt / gv

Chanushi -igt

Minoli -igt

Lakmi

Additional targets - good prospects of current BD team

- Alumex
- Codegan
- Virtusa
- Sampath bank
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Market research- Targeting areas

1 person - 10 companies each

10 igt - Marketing, Teaching, IT

10 ogv - student loans bank, Travel agents, Clothing , cosmetics


10 igv - csr companies ,TN takers

4 LC events-

1. Insight
2. Global village
3. LDS
4. excellentia

Back up

*****Share previous RRR details with newbies-

1 success company contact per each *****

Questions

- 2 questions from each team
- Totally 12 questions
- Selecting 5 questions only for the pdf
- company representative can select 1 question out of 5 to answer

Answer format

1. Video- convince more for this - time less than 6 minutes
2. Write up - if unable to do the video

Marketing needed

- Intro post of the person
- Video/ Write up

CTA

1. Rethink trackers - venuri
2. Check AIESEC emails of members
3. 2 Practice sessions for each member with their respective TL - cold call + email + warm call (can use previous email content of RRR) - finish within a week
4. Members market research - 10 days
5. New Email content created by - 3 new TLs (email body + question Pdf)
6. Taking real cold calls - 1st week & 2nd week
7. Warm calls - 2nd week & 3rd week
8. 1TL - 2 members tracking