Training Guide for Sales and Customer Support

Background:

- There is no effective & trusted platform to match recent graduate skills to the available jobs and career path
- Of the 4m yearly graduates in US, only 69% find their employment of choice. Over 55% graduates are not satisfied with the candidate experience.
- LinkedinGrad would be the ideal fresh grad experience platform helping graduates and employers find their perfect match.

Market background:

Product will be launched in the US market and target fresh graduates:

- Our ideal customer is fresh graduates and students who are 1 year away from graduating. We can find them across all US colleges and universities for undergrad and postgrad programs.
- Collegegrad.com and Avenica.com are our competitors. However they have a limited user base and unable to scale. There is no direct competition or threat from them.

Product Background:

Describe your product and what sales need to know about it:

- Our key in-scope themes and features are -
  1) Job Seeker Experience - Understand interests and preferences of job seekers. Provide job Insights and help them discover new opportunities
  2) Employee-employer job matching - Identify Open Roles, Job Matching, Communication
  3) Tools and Services – Provide Mentorship platform, Skills assessment & Resume Help
- Sales Team should inform the users that they are able to create a LinkedinGrad profile in parallel with their existing Linkedin profile if they have one. Users should also ba made aware that job matching works based on provided skills; therefore highliy recommended to take the time to enter all relevant skills while building the profile.
- Link to Mocks -https://www.figma.com/proto/zwuXhfMhj2nbzX6vfwa5oD/Linkedin-Udacity-Project?node-id=2%3A969&starting-point-node-id=2%3A969

Pricing:

- Given we are targeting fresh graduates with yet to be developed source of income, the new grad LinkedinGrad subscription model would be freemium. NewGrads would not be charged any fee for this profile tier. Revenue stream will be from LinkedinGrad branded job postings and charged per existing pay per click model.
- For the product launch, we need LinkedGrad jobs to be posted already. Please incentivize recruiters with credits so they can setup and brand NewGrad jobs using these credits.