



Training Guide for Sales and Customer Support

Background:

Industries demand a change of the traditional education to increase technical skills on the graduates due to the development of new technologies. Also, COVID 19 has accelerated this necessity. In consequence, the increase of unemployment rates specially for the recent college graduates.

Currently, there isn't any online platform that does both training and placement for colleges students who haven't job experience that's the main reason to create a platform that be able to nourish students throughout their journey and help them reach their first dream job.

Market background:

Target Market



College students – Students in the final year and pre-final year will be the main target. A free premium trial and a premium plan are plans focus on students.



Startups and Enterprises - Companies looking to hire employees in job entry level jobs will be benefitted from this service.

Competitors

Glassdoor



AIESEC



Indeed

Glassdoor is an American website where you can find review companies, salary information as well as search and apply for jobs on its platform. It has 58 million active users per month.

AIESEC is a non-governmental not-for-profit organization which let young people to explore and develop their leadership potential with an international job.

A worldwide employment-related search engine for job listings. With over 250M active users every month around 60 countries.

Product Background:

For final year college students who are looking to get placed in their first level entry job, GLinkedIn brings together training and placement under one platform because at LinkedIn we give tools to succeed on the professional world.

Key features:

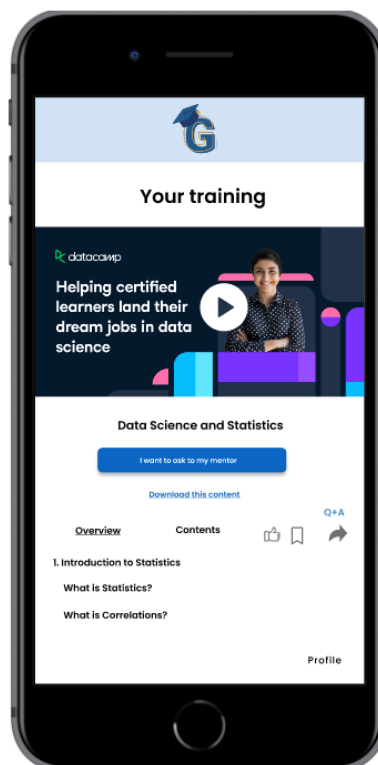
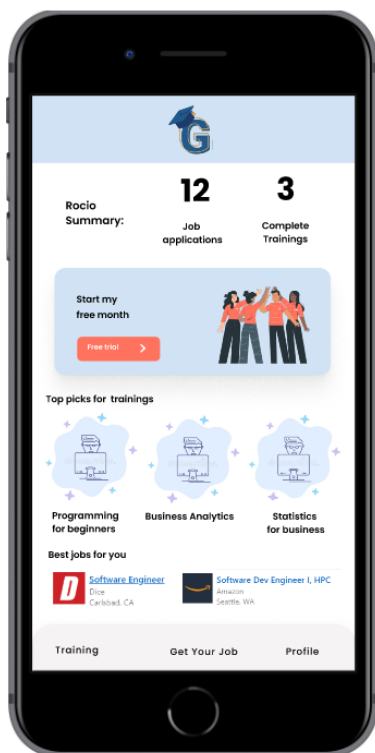
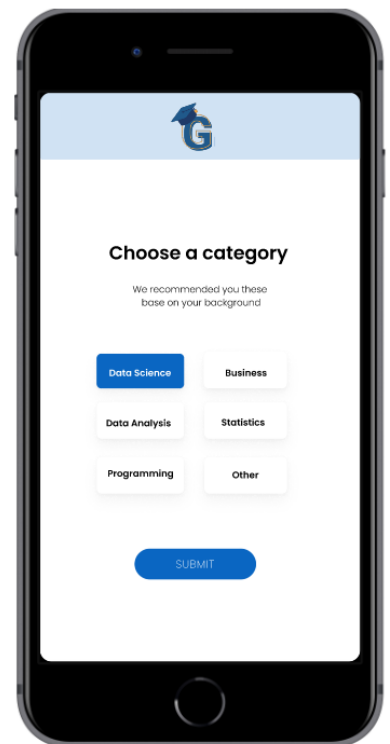
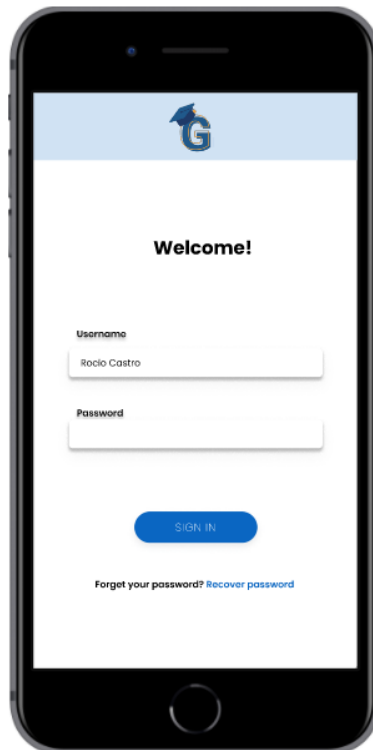
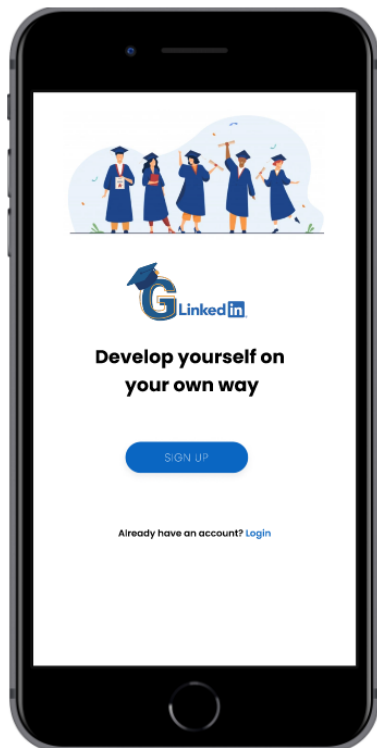
Auto recommendation - The algorithms created will give the student accurate recommendations in jobs and trainings based on their background and preferences.

Personalized mentoring - Students can connect with mentors, get personalized responses based on their preferences and goals. The mentoring session will last 2 months and the student can choose to have up to 4 mentors per year. The networking.

Offline developing - To facilitate the student learning journey, the feature will provide the choice to do some trainings or courses offline, also download and do it offline.

Product flow:

- Users can download the app from Google Play Store and App Store
- First-time users can sign up and others can sign in using their LinkedIn account
- When is connected, users can fill in their preferences fields in the next page
- Home will consist of contents related to the user's fields of interest (job recommendations, trainings, mentoring, and more)
- Users can also download content to continue their learning offline



Pricing:

GlinkedIn has 3 premium plans for each market. While the main focus is on students, we wanted to create premium features also for small businesses and enterprises based on their hiring requirements.

Students can access the app with a limited version, and also try one month of free access to the premium plan. For small businesses and enterprises, there are 2 plans focused on automatization of the hiring process and giving them the chance to save time and money getting the right prospect for them.



- ✓ Free access to GLinkedIn Career features (information salary, interview preparation, and more)
- ✓ Access to +20K expert-led training with certifications
- ✓ Additional information on posted jobs and Top Applicant Job recommendations.
- ✓ Get mentoring up to 4 different mentors per year.

- ✓ Automatization of job hunting for small business and startups which requires to hire 1 professional per position
- ✓ Recruiting features gives you access to powerful search tools, projects, and other recruiting-focused features
- ✓ InMail messages are increased to 30 per month with this top tier
- ✓ Additional information about businesses and unlimited people searches

- ✓ Automatization of job hunting for enterprises which requires to hire more than 1 professional per position
- ✓ Recruiting features gives you access to powerful search tools, projects, and other recruiting-focused features
- ✓ InMail messages are increased to 30 per month with this top tier
- ✓ Additional information about businesses and unlimited people searches
- ✓ Get advanced search filters, 20 InMail messages, and the ability to make notes on user profiles, as well as numerous sales tools