

The Resourceful Team Lead

Name Of Saved Folder	Essential Documents	Authorizations	Authorization Level
Brochures Approved	<ul style="list-style-type: none"> ●Brochures 	For All My Prospective Students And Agents	To Be Provided By Me
Meeting Schedule	<ul style="list-style-type: none"> ●Invitation To The Product Orientation and New Agents Onboarding Meetings 		
Prospectus 2021	<ul style="list-style-type: none"> ●General Prospectus 2021/2022 		
	<ul style="list-style-type: none"> ●Airline, Travel and Tourism 		
	<ul style="list-style-type: none"> ●Business 		
	<ul style="list-style-type: none"> ●Computing 		
	<ul style="list-style-type: none"> ●Early Childhood Education 		
	<ul style="list-style-type: none"> ●General Engineering 		
<ul style="list-style-type: none"> ●Healthcare Practice 			
<ul style="list-style-type: none"> ●Hospitality Management 			
<ul style="list-style-type: none"> ●Strategic Management And Leadership and MBA Top-up 			
For Agents-In-Training			
Contract	<i>Agents Portfolio Values and Rules What's In My Portfolio</i>	For All My Agents Currently In Training	To Be Provided By My Team Leader Only
-	Access To The Test		
Recordings	Recording of the information session		
Resources	The Resourceful Team Lead Document		
For Authorized Agents For AIM University Group			
Trainee Agents			
Contract	Contract	Only For My Agents Who Are Added To My Portfolio By Corporate ~ (Contracted / Authorized By Corporate)	Corporate Office only
Email Verification	Email Verification Forms (Work Email and Complimentary Close)		Team Lead only
Contract	Access, Permission, and Prospecting Strategies		Corporate Office only
-	Notification of new applications from prospective students and agents (email notification)		Corporate Office only
-	Portfolio (Smart Sheet)		Corporate Office only
Business Toolkit	Templates Communicating with Agents		My Team Lead only
	Templates Communicating with Prospective Students		My Team Lead only
	Checklist For Student-Applicants		Provided By Me
	Checklist For Agent-Applicants		Provided By Me
Field Associate Agents			
Brochures	Web Brochure	My Promoted Agents	My Team Lead
Brochures	Web Business Cards		My Team Lead
Business Toolkit	Printed Cover Letters		My Team Lead
-	Hardcover Prospectus		My Team Lead
Business Toolkit	PowerPoint Presentation (Students)		My Team Lead
Business Toolkit	PowerPoint Presentation (Agents)		My Team Lead
Assistant Marketing Managers			
Business Toolkit	Templates Invitation Letter for schools and other organizations	My Promoted Agents	My Team Lead only
Contract	Approval for Branded Social Media Accounts		Corporate Office only
-	Printed/Branded Tablecloth		Corporate Office only
-	Branded Desk Banners		Corporate Office only
-	Printed Brochures		Corporate Office only
-	Printed Business Cards		Corporate Office only
-	Logo Shirts		Corporate Office only
Marketing Managers			
-	Tablet	My Promoted Agents	Corporate Office
-	\$200 Stipend - for Advertising, Communication and Travelling		Corporate Office
-	Logo Jacket (Marketing Manager)		Corporate Office

SEVEN SECRETS TO THE BUSINESS

JOIN | THIS OPPORTUNITY PROVIDES SIX INCOME STREAMS

LEARN | TO LEAD SELF EFFECTIVELY

- Learn
- Practice
- Assessment
- Authorization
- Contracting
- Administrative management

RECRUIT AND BUILD YOUR TEAM | LEAD OTHERS EFFECTIVELY

- Direct
- Check | Checkup and Check-in
- Feedback | Get and give constructive feedback
- Follow-up
- Support | Ongoing support and communication
- Motivate | Encourage and Incentivize

CLOSE | CLOSE 80% OF THE LEADS

- Market research and competitor analysis
- Market leads, social networking, and promotional planning
- Content development and advertising (Brochure, Shout-out, Social Media Page)
- Meeting, client information gathering, and product presentation
- Feedback
- Closing process
- Referral
- Lead management and recording process
- Follow-up
- Financial management process

REPEAT | TEACH WHAT YOU LEARN

EARN | FROM YOUR DIRECT SALES AND TEAM

DON'T QUIT | **YOU HAVE THE POWER TO DO IT AND BE IT. NEVER QUIT, GO FOR IT!**

SMART CONVERSATIONS ARE KEY TO SUCCESSFUL RECRUITING

HAVING EFFECTIVE CONVERSATIONS

The first step in successful recruiting is planning for SMART Conversations:

- 1) Engage everyone that you encounter and determine if you can meet their needs effectively. Do this by asking them about their interests and goals, listen attentively, and take notes of their expressed needs.

- 2) Tell them why AIM University Group is the best choice, suggest the appropriate programs, and make the program benefits clear (be explicit).

- 3) Draw strong comparison with the alternative available and which they might be considering (cost-benefit alternative) - you must always be aware of the competing programs and institutions in the market you're recruiting in.

- 4) Ask the clients how they would benefit from the two-year opportunity abroad (this is a strong selling point!).

- 5) In closing, always summarize the main arguments. Repeat to the clients what their expressed needs are, and review (point-by-point) how our program will be meeting each of their stated needs.

- 6) Explain the admission process, application fee, flexible payment plans, the different payment methods, where they can register today (always prompt immediate actions).

- 7) Always collect names, phone numbers, confirm email addresses, and programs of interest/s.

- 8) Ask for Referrals!

- 9) Encourage all your clients to add you to WhatsApp!

- 10) Always thank them for the opportunity of having the conversation.

POST MEETING

- 1) Add the clients' names, contact, and program interests to your lead sheet
- 2) Make notes of the key information and dates from the meeting
- 3) Always send the client a follow-up email ASAP:
 - i. Attach the correct program brochure,
 - ii. Thank them again for the opportunity,
 - iii. State the next step forward,
 - iv. Invite them to the next Online Program Orientation Session, and
 - v. Let them know that you'll be following-up with them once they've had sufficient time to review the materials.
- 4) Follow-up timely
- 5) Update your lead sheet