

AIM UNIVERSITY GROUP



INDEPENDENT RECRUITERS

Access And Permission

Prospecting Strategies

ACCESS

Authorized Recruiter's will have access to:

- Directly submit a request to Dan Weber in Corporate to use the company's name and logo on any promotional materials. For approval to be granted, you must submit the exact draft of the promotion. You will need to wait for the approval before using the same.
- Internal database to view new applications
- Internal database to manage the client's feedback, make follow-up notes, and plan leads
- Electronic brochures
- Printed brochures
- Web brochures
- Web-business Cards
- Desk Banner
- Standing banner (available as loan from set locations only)
- Commission and bonus disbursements on the 15th and 30th day of the month
- Ongoing training and development
- Incentives from time-to-time
- Names and contact information on the university's website

STEP ONE: GAIN PRODUCT KNOWLEDGE

1. Attending ALL five (5) days of the Orientation and Onboarding Sessions
2. Participate in the Questions and Answers program
3. Study the prospectuses and develop working knowledge of AIM's programs and benefits
4. Complete the Knowledge Assessment Practice Test – this is online and multiple-choice
5. Submit the result when you score 100%. You can take the test as many times as needed
6. Join your Team Leader on WhatsApp for faster support
7. Commit to learning and inquiry: researching, peer discussions, and sharing techniques
8. Collect Feedback for ongoing self-appraisal, find gaps, fix them, change, and improve
9. Attend Team and other professional meeting and conferences

STEP TWO: GETTING PERMISSIONS BEFORE USING THE UNIVERSITY NAME AND LOGO IN YOUR MARKETING LITERATURE

You are allowed to create your promotional contents only when it conforms to the same standards as given below. Any deviation will see your permission to use the company's name and content withdrawn, which will further impact the offer, agreements, and considerations within the existential contract.

1. **PROMOTIONAL MATERIALS** | You must seek permission for all promotional materials, except those that you shared directly from our social media pages or given to you for the purpose of distribution. Approval from Corporate usually takes 24-48 hours during the business week.
2. **REPRESENTATION OF SELF ON PROMOTIONAL ITEMS:**
 - **YOUR EMAIL ADDRESS** | You will need to create and use an email address which **MUST** conform to the following standard only, otherwise Corporate will not approve it:

EMAIL SERVER: Outlook
FORMAT: AIMRecruite_StacyAdellin@outlook.com / StacyAdellin_AIMRecruiter@outlook.com
3. **EMAIL CLOSE** | Create and save a standard email signature to be used in your letters and emails. Use your own contact at the close so your recruits can find you. Here is the approved way:

Best Regards,

Ms. Stacy Addelin,

*Authorized Recruiter,
The Center For Global Enrollment And Student Support,
AIM University Group INC*

CONTACT ME

Text/Call/WhatsApp: 876 -xxx-xxxx

Email: StacyAdellin_AimRecruiter@Outlook.com

CONTACT AIM UNIVERSITY GROUP

P: 786-980-1429 | 876-613-9108

E: Enroll@AimUniversityGroup.Org

A: 150 South Pine Island Road, STE 300, Plantation, FL 33324 | 6 Hillview Avenue, Kingston 10, Jamaica

W: www.AIMUniversityGroup.org

STEP THREE: CREATE SOCIAL MEDIA ACCOUNTS ON THE DIFFERENT PLATFORMS| FACEBOOK, INSTAGRAM, TWITTER, TIK TOK ETC

- Your name, marketing materials and signature MUST be consistent across social media platforms. This is only format that is acceptable: *Dan Weber, Authorized Recruiter For AIM University Group*
- Account Type: Artist, Band or Public Figure* (recommended) | Business Account is not allowed.
- Your Social Media Profile: Stacy Addelin, Authorized Recruiter, AIM University Group

STEP FOUR: ESTABLISH YOUR SOCIAL MEDIA PRESENCE

- Make an opening post telling your audience the purpose of your page. Make it short and tag your friends. To make it meaningful, be sure to say how you'll be helping them.
- On your personal page, update your status to starting new job as Recruiter at AIM University Group. This will be sure to get everyone's attention.
- Ask all your friends to like your new page. Send the invitation from the company page and be sure to remind them daily to do so.
- Make a short and relevant post daily.
- Share contents from AIM Uni's Facebook pages to yours.
- Share other relevant articles to educate and promote the audience.
- Join groups and get permission to post. Follow Facebook's suggestion for new groups.
- Use your personal account to post on our ADS when you see them, and the target audience will reach out to you.
- Use your business account to answer questions on the ADS and ask the target audience's permission to inbox them.
- Check out our posts and see who like them, inbox them an introduction and offer your support
- Send out a daily tweet – even a good morning, have a great day! Stay relevant and engage your audience.
- Use paid promotion to reach a wider audience. \$10 and the right content can bring you in contact with hundreds of people through engagement with your posts e.g. questions, inbox messages, and request for the link to apply. Facebook allows you to market a WhatsApp contact number as well.
- Set up a phone appointment first, then a Zoom appointment, and also invite them to the next Orientation Session. Ensure that they have the brochure, follow-up on the application, application fee, entry test, offer letter, holding fee and submission of the required documentation at the various stages.
- Ask them to invite two friends or family members who might also be interested.
- Send occasional good morning and congratulate them on your social media when they apply and start school. You will need their permission for this and can use a photograph that is supplied to you by the client for the same purpose.

STEP FOUR: DEVELOP A RECRUITMENT PLAN

- Success begins with information and planning
- Research some strategies that you can use to meet new people, develop leads, and maximize your audience on social media and in your physical spaces. No need to reinvent the wheel. The internet and YouTube are a throve of information.
- Design a 60-day Recruitment Plan with
 - Specific Goals (recruitment numbers, financial target, and the timeline to accomplish same)
 - Specific Strategies and Activities to be undertaken e.g. social media strategies to reach the widest audience possible and attract their attention; and targeting high school students, working professionals, parents of students, guidance counselors, your friends, colleagues, and their friends and families through events, social organizations, professional organizations, and the schools.
 - Link each strategy to target size, sales funnel, time, cost, place, information, communication tools and media, KPIs, and expected outcome.
 - How to address any contingencies that may arise
 - How and when to evaluate your sales performance and refine the plan where needed.

STEP FIVE: IMPLEMENT THE RECRUITMENT PLAN

- Organise and test your administrative and communication processes used to collect information, store information, manage information, distribute information, comment, provide timely feedback, and track your earnings.
- Start Recruiting | Implement the Recruitment Plan in a timely and organised way
- Monitor the plan by assessing the outcomes. That is, the results from the different activities/strategies
- Evaluate the performance of the overall plan against the set goals
- Find the gaps and fix them
- Evaluate yourself
- Find the gaps and fix them
- Continue learning
- Improve your sales channel and outcome
- Improve your skills and abilities