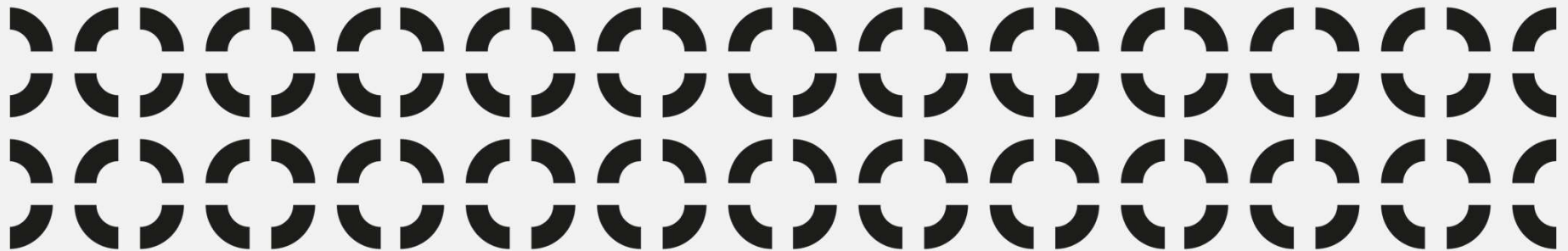


Association training

1.12.2020



Who am I?

- Ville Kauhanen

- +358 50 520 9425
- ville.kauhanen@ayy.fi



- Nth year student of Automation and Information Technology in Aalto
- Corporate relations coordinator at AYY
- Corporate Relations at guild and other associations

Why all the effort?



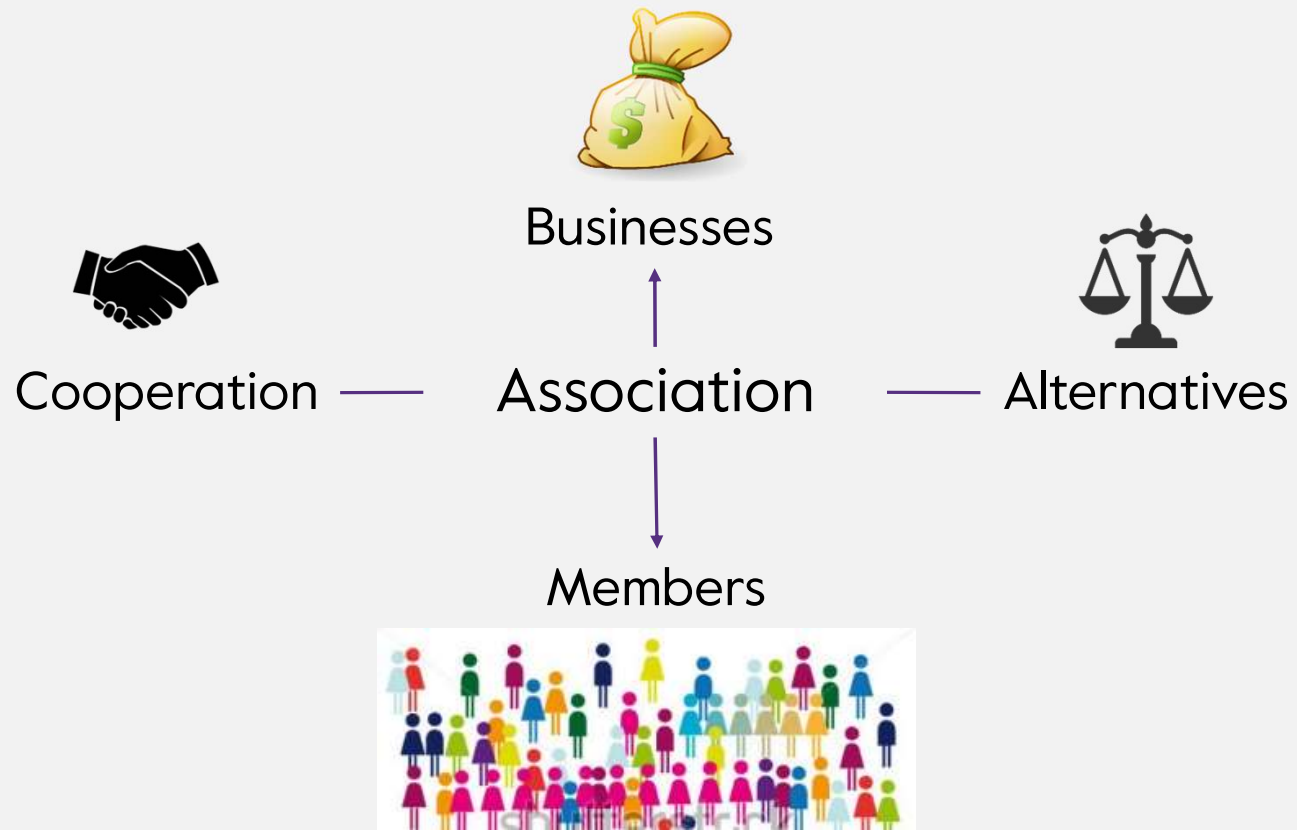
Benefits to your members

- Create contacts between your members and companies in your field
- Introduce career opportunities



Funding

- Facilitate all other activities
- The easiest way to measure the success of corporate relations



Various goals

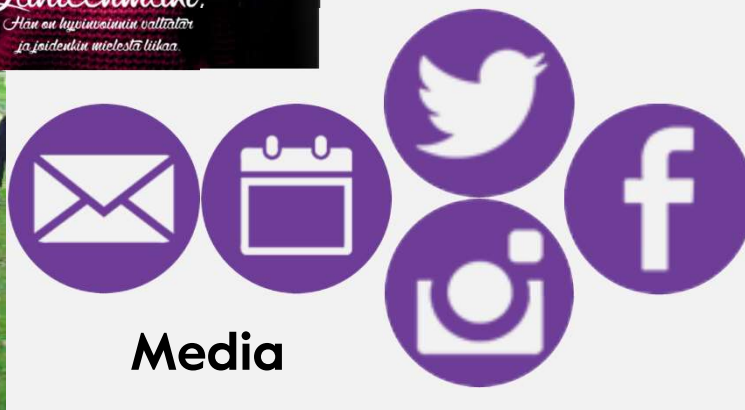
- As many ways of doing it as there are goals and doers
 - Financial
 - Careers
 - Leisure
- What are you looking for, how can you achieve it?
- Play to your own interests and strengths



Reaching students



Events



Media



Everyday life

The other perspective

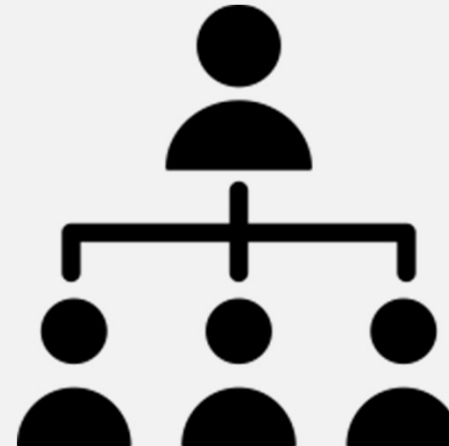
- Why should the corporation work with you?
- Return of Investment
- Ulterior motives
 - Mutually beneficial vs. "Good will"
 - Corporate social responsibility (CSR)
- Reasons to become partners
 - Visibility
 - Recruitment
 - Brand-building
 - Corporate citizenship



Prospecting

- Finding the right match is essential
- What are you looking for?
 - Specific to your interests
 - Huge corps
 - Local companies

- The right contact is essential
 - Alumni, word of mouth
 - Always more efficient to work your way downwards



Sales pipeline



Sales key performance indicator KPI

Number of activities * Average sale * Closure rate

Sales cycle duration

Sales key performance indicator KPI

$$\frac{| * | * |}{|} = |$$

10 % increase

$$\frac{1,1 * 1,1 * 1,1}{0,9} = 1,48$$

10 % decrease

$$\frac{0,9 * 0,9 * 0,9}{1,1} = 0,66$$

Following through on agreements

- Following through
 - Constant contact
 - Flexibility, eagerness
- Major deals
 - In writing
 - In detail, inambiguous
- Continuity
 - CRM / excel
 - Changeovers to new boards etc.
- What-ifs and worst-case scenarios: think ahead

"Acquiring a new customer is 5 to 25 times as expensive as retaining an existing one"
- Harvard Business Review



Concrete examples

Email template – Write your email with the thought that you want it to be opened and responded to

Focus on the title and first sentence

- State value simply in the title

Forget formality

- Friendly, easy and straight forward work best in an email

Do at least minimal customization

- Use forename, find you if an alumni, customize for the company

Keep it short

- Main point is to intrigue and get a reply

ALWAYS ask a question

- Simple question in the end, which is easily answerable

Esimerkki:

AYY lakittaa Mantan Wappuna – Tavoita 100 000 ihmistä keskellä Helsinkiä

Moikka Minna,

Wappu on opiskelijoille tärkeä juhla, ja haluaisimmekin Valion olevan mukana viettämässä sitä.

Aalto-yliopiston ylioppilaskunta lakittaa tänä vuonna Havis Amanda –patsaan Helsingin Kauppatorilla. Tapahtumaa on aikaisempina vuosina saapunut seuraamaan jopa 100 000 ihmistä paikan päälle ja tuhansia netin välityksellä. Tämä voisi olla loistava paikka mainostaa Valio PROfeel-tuotteita, jotka auttavat jaksamaan koko juhlapäivän.

Sopiiko, että soitan sinulle torstaina iltapäivällä, niin voidaan jutella yhteistyömahdollisuuksista lisää?

Kevättä odotellen,
Ville

Concrete examples

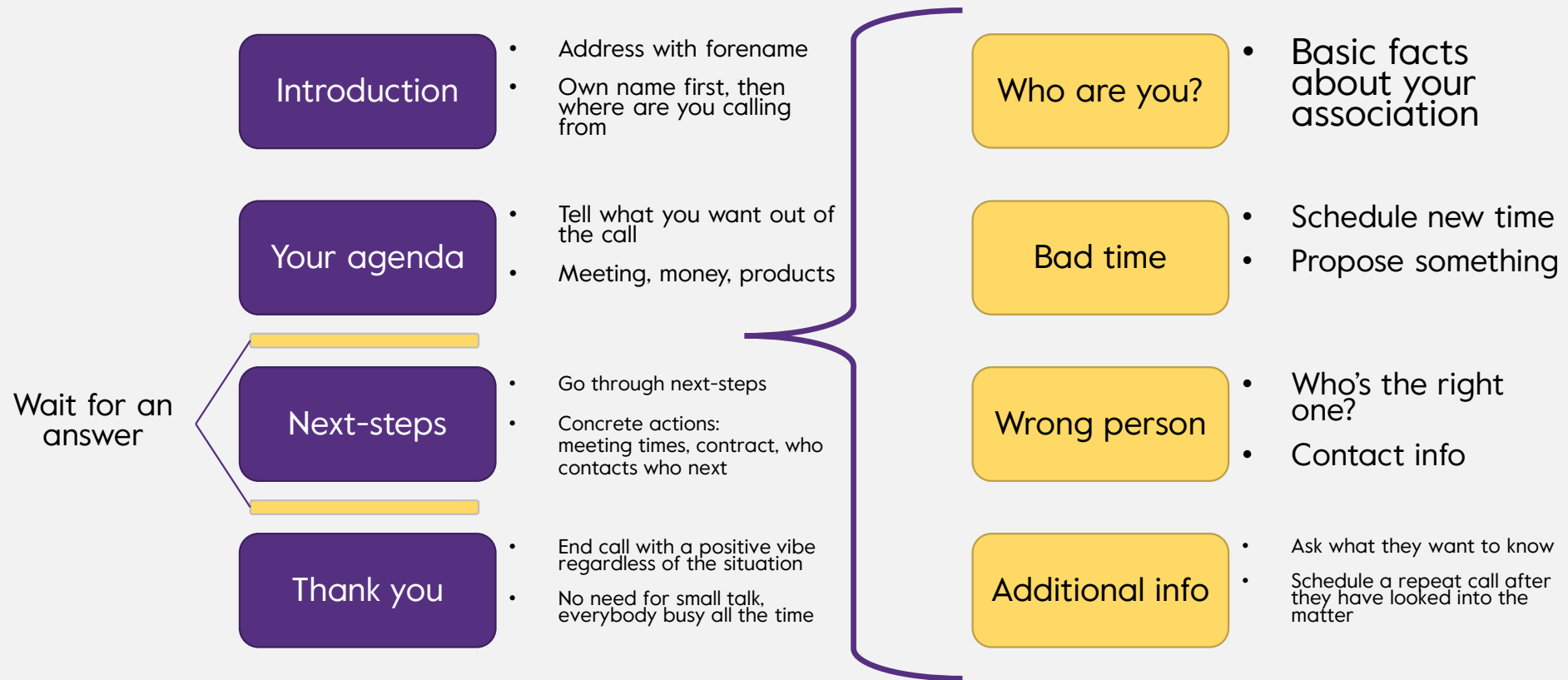
Email template – *Write your email with the thought that you want it to be opened and responded to*

Tips & Tricks:

- **It's ok to send emails also on the weekend** – Some statistics say that emails sent during the weekend have better opening and replying rates.
- **Follow-up is important** – Even if you don't get an answer to the first email, it doesn't mean you should give up. A couple of follow-ups can triple the chance of a reply.
- **Short and sweet** – Best results with emails ranging from 50 to 125 words (examples has 67).

Concrete examples

Cold call template – *Decide what you want to achieve with the phone call*



Concrete examples

Cold call template – *Decide what you want to achieve with the phone call*

Tips & Tricks:

- **Don't ask if it's a bad time**– It's easier to agree with strangers than disagree
- **“Need more time to think” is a real reason** – You have told them so little on the phone that it doesn't take time to process. Call the bluff and ask what they are wondering about.
- **Talk to someone** – Find the persons photo, stare at your pet... Talking is easier when you talk to someone, not just on the phone.
- **You can hear a smile** – You can sense the mood of the other person on the phone. Remember to smile when you call people.
- **“It's not me, it's you”** – People usually know you to behave, but everybody doesn't. Remember that you did nothing wrong. They might just have a bad day.