

AIESEC UNITED STATES BUSINESS DEVELOPMENT HANDBOOK



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AIESEC IN THE UNITED STATES



POSITIONS & RESPONSIBILITIES

The Business Development Team consists of anyone involved in the sales and/or servicing of customer contracts, as well as those involved in marketing and general external relations. Members of the Business Development Team are responsible for crafting the goals and strategies for the year, and will come together at several times throughout the year to update and discuss different parts of the plan. Specific positions include:

- **Vice President of Business Development**
- **Vice President of Account Management**
- **Vice President of Incoming Exchange**
- **Local Committee Business Development Team**

Here's what each position is responsible for:

VICE PRESIDENT OF BUSINESS DEVELOPMENT, ANDREW KING

The VPBD role is a full-time position that is responsible for leading the Business Development Team in generating new customer contracts as well as positioning AIESEC US in the marketplace. This includes, but is not limited to:

- Actively generating leads and pursuing new customer contracts
- Coordinating Global Partnership contracts with AIESEC International
- Leading the marketing strategies of AIESEC US
- Seeking sponsorships and in-kind donations from corporations and alumni

VICE PRESIDENT OF ACCOUNT DELIVERY, CALLAHAN KETTERLING

The VPAD is a full-time position responsible for managing the delivery of contracts signed by AIESEC US. This includes, but is not limited to:

- Managing current AIESEC US customer contracts
- Supporting and overseeing contractual processes and delivery on all AIESEC contracts
- Training LC members around account delivery work

VICE PRESIDENT OF INCOMING EXCHANGE, COLIN MCLEOD

The VPBD role is a full-time position that is responsible for leading the Business Development Team in generating new customer contracts as well as positioning AIESEC US in the marketplace. This includes, but is not limited to:

- Coordinating LC sales and businesses development
- Supporting LCs around BD activity
- Maintaining workable BD structures and processes
- Helping to administer J-1 visa regulation training to LC members

LOCAL COMMITTEE BUSINESS DEVELOPMENT TEAM

The BD team is responsible for basic BD training, and later for active sales and delivery on all signed contracts. This includes, but is not limited to:

- Actively generating leads and pursuing new customer contracts
- Managing the delivery on customer contracts
- Running information and training sessions for LC members on BD work and opportunities.
- Preparing all members to do both BD and account delivery work
- The VP BD/ICX is responsible for managing and tracking the activities of the BD team as well as pursuing/generating leads for the team.



HOW TO GET INVOLVED

In general, all AIESEC members involved in the Business Development Process will begin as a member of a Local Committee Business Development Team. Here's how to get involved:

LOCAL COMMITTEE BUSINESS DEVELOPMENT TEAM

To become a part of your Local Committee Business Development Team, ask your Local Committee President how to get started. In general, as a member of a BD team you will want to attend a J-1 visa orientation and training session as soon as possible.

ACCOUNT DELIVERY

The AD responsibility can be equated with account management and delivery work. ADs must learn the business development contracting process and have a great understanding of what paperwork is needed for a company to create an exchange program, as well as what a compliant exchange program must look like. ADs must be able to work closely with the sales person that had signed the contract and the MCVP AD to complete the necessary paperwork.

BUSINESS DEVELOPMENT / SALES

The sales responsibility is primarily responsible for creating new AIESEC exchange programs with customers. Sales persons must be well trained and understand J-1 visa regulations so that they understand what a compliant exchange program must include. Sales persons must also be able to talk about AIESEC with a very high level of professionalism and understanding. The ability to work well with the account delivery person on a signed contract is also of great importance.

TRAINING

HOW TO TALK ABOUT AIESEC

As a member of AIESEC, it is crucial that you are able to confidently talk to others about the organization in an effective way. Be it a friend, family member, or business executive, you should know how to communicate to them in a short period of time what exactly AIESEC is, and how it can benefit them. These quick descriptions of AIESEC are sometimes called "elevator speeches" and are crucial for business development.

GOALS OF ELEVATOR SPEECHES

1. Correctly position AIESEC in a way that shows business value to your listener
2. Emphasize the importance of AIESEC's mission
3. Build the desire for your listener to learn more about AIESEC
4. Gain contact information of the listener – generate a lead.

EXAMPLE

"AIESEC is a non-profit organization that helps other businesses create and run their global internship programs. Customers are drawn to our extensive network of over 1000 universities in over 100 countries – from which we are able to help them source top young talent and build global talent pipelines. Further, we are seen as a "one-stop shop" for creating and running global exchange programs due to the way we are able to handle nearly all program logistics, from sourcing candidates and facilitating the visa process to providing logistical support such as airport pickup, housing, and connecting exchange participants to local communities of AIESEC members. With an overarching mission of global understanding and cooperation, it's easy to see that AIESEC is increasingly relevant in this era of increasing globalization."

BE ORIGINAL

Your elevator speech should be and sound original. Practice your speech with others and make it sound natural and unrehearsed. Most importantly, be enthusiastic! If you're not excited about AIESEC, your listener won't be either.



LEAD GENERATION

Lead generation is having a conversation with people you may or may not know in order to identify opportunities for AIESEC. In the case of AIESEC, a **lead** is any person who would be interested in hearing more about AIESEC and able to support us in some capacity. There are several different ways people and companies can help AIESEC, including:

- Taking trainees
- Referring you to a decision-maker within an organization
- Sponsoring events or becoming a corporate sponsor of AIESEC
- Creating outbound exchange opportunities

WHY IS LEAD GENERATION SO IMPORTANT?

AIESEC is an organization built around personal contacts. In 1948, AIESEC began with a group of friends, helping to exchange each other to different countries. Nothing has changed today, except that this “group of friends” has grown into an extensive international network full of amazing opportunities. The most common ways that people find out about AIESEC are simple word of mouth, AIESEC marketing, and general referrals. Therefore, it is extremely important that every member is proactively speaking with friends, family, professors, and work colleagues to generate leads for the organization. Leads are what keep AIESEC alive and grow our network.

HOW DO I GENERATE LEADS?

The easiest way to generate leads is to simply talk about AIESEC to everyone you know. The best people to talk to are your parents, professors and other relatives. They ought to find AIESEC’s mission impressive to the point that they, too, will begin talking to other people about AIESEC and further the reach of our network!

Here’s a list of places to look for leads:

- | | |
|--|--------------------------------------|
| • Alumni | • Networking events |
| • Relatives | • Newspapers/business journals |
| • Friends | • Internet (LinkedIn, Facebook, etc) |
| • Professors | • Chamber of Commerce |
| • Career Services Office at the University | • Board of Advisors |
| • Social contacts | |

WHAT DO I DO AFTER I GET A LEAD?

After you get every lead it is very important that the leads are followed up on and tracked. If you want to follow up on the lead yourself, you may enter the process of creating and delivering on customer contracts – as outlined in *The Sales And Contracting Process* section. If you do not personally want to follow up on leads, you can pass them off to someone who is already involved in business development at your LC or elsewhere. Ideally your VP of BD/ICX should be informed of your activity and leads. If you are unsure of the proper way to transfer a lead or who to pass a lead off to, contact **Colin McLeod** (colinm@aiesecus.org) for further support.

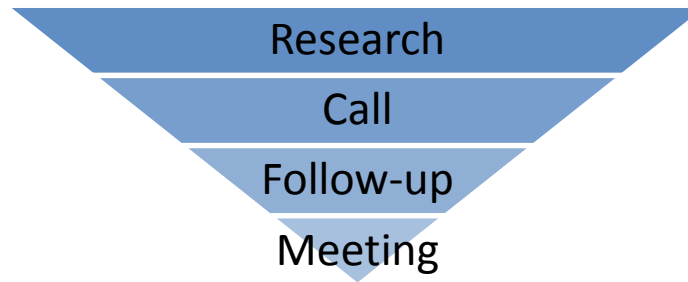
It is important that leads are followed up on very soon after they are obtained as it builds credibility with the person who gave you the lead, and allows you to take advantage of the window of opportunity they’ve given you to contact that lead. You should always give an update about the lead to the person who gave it to you so they know their efforts were worthwhile. This will further motivate your connector to continue supporting AIESEC and also strengthen your credibility.

VISA REGULATION TRAINING

Before getting directly involved with the sales and contracting process it is very important that you receive J-1 Visa training. We hold visa training sessions several times a semester, and can schedule additional sessions at an LCs request. To find out when the sessions are check the Business Development Wiki (see the Business Development resources section), or to schedule a session contact Colin at the MC (colinm@aiesecus.org). The *Visa Regulations* section has a comprehensive overview of the regulations that AIESEC US adheres to, but your separate training is still necessary.



COLD CALLING



WHAT IS COLD CALLING?

Cold calling is contacting an organization unfamiliar with AIESEC and/or yourself with the aim of arranging a face-to-face meeting. Contacts for cold calls are generated through identifying companies in specific market segments that AIESEC wants to target. Cold calling is one approach to generating leads in your pipeline.

WHAT IS WARM CALLING?

Warm calling is making contact with an organization that is already familiar with AIESEC or yourself. Through a referral or introduction you have been given a specific contact that you want to develop into a lead. Warm calls have a much better success rate, and the majority of your lead generation efforts should be through warm calling or direct referral.

The purpose of the call types mentioned above is not to sell AIESEC TNs over the phone, or explain everything that AIESEC does, but *to arrange a face-to-face meeting*. Rather than explain everything over the phone, inform your contact you would like to discuss a potential partnership with AIESEC US in person.

HOW TO COLD CALL

1. Prepare a list of companies
2. Have a script and practice (!)
3. Research each company
4. Send introductory e-mail (if appropriate) and mention you will be calling
5. Make the call in an environment that puts you at ease
6. Make the Call
7. Follow up with an e-mail

TIPS

- Assistants are important people!
- Don't leave messages
- Be prepared and effective
- Stand up while calling, your voice will project better
- Smile – the other end of the line can tell
- Have agenda, paper, pen and a marketing package
- Never give out too much information
- Ask questions where they have to say yes



DURING SALES MEETINGS/CALLS

Know the client and become their friend

Spend some time initially talking about non-AIESEC related topics; asking the person about their history, family. Ask them what they are interested in/excited about when it comes to their company and their job. This would transition nicely into the purpose of the meeting, for example, you are talking about who you are, explaining your AIESEC Experience, which is what brings you here today in this meeting, to discuss AIESEC and learn more about their organization, in order to explore potential ways of working together in a mutually beneficial way.

Be the Expert

Instead of being a ‘student’ sitting across from CEO, you are one organizational leader sitting across the table from another organizational leader. Know everything you can know about the exchange program, products, timelines, and pricing. Know what companies we currently work with, or have worked with.

Lead the conversation

Starting with informal, personal talk, know when to jump in and transition to professional, and know when to steer the conversation to making specific points. It is essential to be forward thinking, and know what topics you want to talk about, and how to get there. Wait for opportunities afforded in the conversation, and grab them to move the conversation to the points you want to mention.

Have Fun

Smile! Even through the phone, it shows. If you are trying to have fun during the meeting, and convey positive energy, then it will resonate with the client, and facilitate building a positive relationship. Also, by having fun, it will make it easier to want to continue going on meetings.

Get leads from leads

Ask them at the end of the meeting (if the meeting went well), if they have any friends or contacts that they think would be interested in speaking with you about AIESEC? If so, ask them to put you in direct contact with them. (Hot leads = 10x better than cold leads)

Product Portfolios

Take everything you know about what is AIESEC, the various stages of the AIESEC Experience Model, and think about “How can a company interact with AIESEC during this stage in a mutually beneficial way?” E.g. TNs, Training Workshops during conferences/or small LC events, Branding on AIESEC material during recruitment or conferences, etc

What to carry to meetings?

You would usually send the contact a 1-3 page PDF before the meeting, in order to give them some brief info about what is AIESEC, what are some benefits to companies with AIESEC, and how companies can work with AIESEC. During the meeting, try to keep everything verbal, and not rely on handing them any material. It may be useful to carry with you a product portfolio sheet and a sheet explaining the process for raising-matching-realizing a TN (from the BD Guide for example).

Ending the meeting

Thank the contact(s) for their time, explain what the next steps will be, and how you will get in touch with them and the information you will be providing them with. Try to keep the ball in your court so they are waiting for you, not vice versa.



COMMON QUESTIONS AND CONCERNS

“How much does the program cost?”

Tell them and don't beat around the bush. Show them the pricing guidelines from the BD Guide, and explain it to them. After you go through the costs mention the services that these prices include.

“Can we hire the interns?”

Companies may hire an EP in the country that they came from. It may be possible for the company to hire the EP to work in the US, but this is not a part of the program, and is entirely between the EP and the company. It is also not in line with the main goals of the AIESEC Exchange program.

“Are AIESEC programs able to be written-off on taxes?”

No. AIESEC US is providing the Company a service and as such it is not a donation, therefore it is not tax deductible.

“Do trainees pay taxes? / How to taxes work for trainees?”

Trainees pay Federal, State, and City income taxes. Trainees do not pay FICA or FUTA, and therefore the companies do not have to file for them as well. Despite this not being a huge cost saver, tax is a common question.

“I can't take foreign interns because I need local students”

By taking a foreign intern, a company is supporting AIESEC locally, which will enable it to continue its mission of developing local youth, which will create a more developed pool of local graduates, and finally, it will position their company more closely in its efforts to access these top local graduates.

“I can't take interns because of the financial crisis/situation”

AIESEC traineeships are an extremely cost-effective way for companies to acquire talent and solve HR needs. AIESEC interns come from a pool of the world's top market of young people, from over 108 countries. Our members who go on internships do not go abroad in order to make a great deal of profit. In fact, they are going abroad in order to gain a professionally developing experience and the opportunity to experience a new culture. The stipend that a company provides these interns are only meant to cover the interns' cost of living, and are not for making money. Thus, by taking AIESEC interns, the company has a cost-effective resource through AIESEC, and companies always have talent/HR needs.

“We don't have much of an international scope or need for international interns.”

There are MANY ways that this tricky situation can be overcome. First, you can go with the flow and tell them about how AIESEC US has over 35 Local Communities and is growing. You can tell them about the quality of our membership and the Universities we are located at. Doing this could set up potential sponsorships for conferences or events the company would host for AIESEC. Another way to counter this is to talk about the growing importance for more internationally minded companies, and how bringing in an international intern for short-term project based work could bring a new perspective to things and improve workplace diversity. We have several examples of companies that take trainees for these reasons.



AIESEC SELLING POINTS

1. **Leadership** AIESEC focuses on developing students to become driven leaders from their experiences through AIESEC. AIESECers strive to make the most of their experiences, take advantage of their opportunities, and develop themselves and others.
2. **Quality** The students have gone through a strict selection process and are from some of the top schools in the world. They are highly skilled.
3. **Flexible** The flexibility of our program in terms of duration, start/end date, countries, languages, skills and professional backgrounds is a key asset to our exchange programs.
4. **International** A company receives international exposure, geographically localized market and industry insight, cultural diversity, opportunities to grow into new and emerging markets.
5. **Practical** The exchange program is very convenient for companies. AIESEC can handle all practical details (Visa, Accommodation, Reception, etc) and the company gets the intern/trainee whenever they need them to meet specific demands.
6. **Cost-effective** The amount of money companies have to pay for our services is not high especially compared to a normal employee or other recruiting organization.
7. **Availability** We have 3500 students readily available in our database. We can deliver nearly any kind of profile within a short time.
8. **Return on Investment** Hiring an AIESEC intern is an investment that will pay off as it will be a source of knowledge, ideas, motivation, etc. for the company
9. **Novelty** Innovation and new ways of thinking brings creativity and fresh ideas to the company.

HELPFUL TIPS

People make decisions emotionally. They decide based on a feeling, need, or emotion. Convey your personal experiences with AIESEC exchanges; the influences and changes in you, the trainee, and the organization.

People justify decisions with facts. Back up your claims with solid facts such as of exchanges numbers, references, and testimonials, and current partners.

People are egocentric. The word “egocentric” means centered around the ego or self. We all see the world in terms of how it relates to us personally. So when your copy asks someone to do something, it must also answer the unspoken question, “What’s in it for me?” What benefits would *your* contact receive from an AIESEC exchange?

People look for value. Value is not a fixed number. Value is relative to what you’re selling, what others charge, what the prospect is used to paying, how badly the prospect wants it, and how the prospect perceives the difference between your offer and others. The greater the value relative to the price, the more likely people are to take exchange.

People like to see it, hear it, touch it, taste it, or smell it before they buy it. Your leads will be much less likely to bite if they cannot see how the exchange program is going to work or what kind of intern/trainee they may receive. In follow up meetings (and sometimes initial meetings) you should include sample EPs, the EP profile template, and testimonials from organizations similar to your contacts’.

People respond to confident, positive people. Sales and persuasion is much easier when others can see your winning attitude. Before your meetings make sure you are well prepared on numbers, and have completed significant research on the organization. Smile, but not too much, make eye contact but don’t stare and most of be cool: It’s just a meeting.



THE SALES AND CONTRACTING PROCESS

Initial Meeting - Lead Stage

- Understand the organization and your contact's role within the organization
 - Are they a decision maker for the organization?
- Identify/Understand needs of the organization
 - What has been successful?
 - What has been a challenge?
 - Do they currently run any international internship programs?
- Communicate AIESEC's key services (sourcing, Visa processing, reception)
 - Relate AIESEC services and organization needs
- Show understanding of a potential fit for an exchange, explain this to the organization.
- Review any information or materials required before next meeting
 - If necessary debrief from the meeting with the Regional BD Coordinator, or the MC, and set up further support for moving forward.

Further Meetings - Opportunity Stage

- Refine the needs of the organization - through multiple conversations if necessary. Gain an understanding of what AIESEC services might help the organization achieve their goals.
- Gain a good idea of what the organization's needs are determine their interested in creating an exchange program.
 - Understand their strategic priorities around internships, recruitment, retention, etc
- Demonstrate in detail how AIESEC can work with the company to meet their needs and priorities.
 - For example if a company says that they need people from Russia, you may want to contact AIESEC Russia to understand the types of people they have available and the timeline for recruiting new EPs.
- Review pricing and timelines with the organization, specific requirements for a potential trainee, and general job description and duration.

Pre-Contract

- Select services that AIESEC US will provide
- Review Host Company Handbook
- Submit Written Training Plan to AIESEC US for compliance check
- Submit AIESEC US Sourcing Criteria to check for availability of suitable candidates (If applicable)

Contracting

- Review all requirements and services
- Complete and have the Company (only) Sign the Single/Multiple Exchange Contract
- Submit Payment for Administration Fee to AIESEC US



VISA REGULATIONS

AIESEC must:

- Ensure that Host Companies and their personnel possess and maintain demonstrable skills and competence to conduct training.
- Ensure that skills, knowledge, and competence are imparted to the trainee through a structured and appropriate training with defined objectives.
- Ensure that sufficient facilities, equipment, and trained personnel are available to provide the specified training.
- Undergo a site visit for host companies with fewer than 25 employees or less than \$3 million dollars annual revenue.

AIESEC must not:

- Place trainees in unskilled occupations.
- Place trainees in positions which are filled or could be filled by full-time or part-time employees.

Internships must not: Include any activities that require patient care or contact (medical or clinical care, physical therapy, psychological counseling, nursing, dentistry, veterinary medicine, social work, speech therapy, or early childhood education).

RELATIONSHIPS AND COMPLIANCE

We ensure that all host companies with whom we contract have a thorough understanding of what activities constitute appropriate training, so that our participants have the informative and fulfilling experiences that AIESEC promises.

PARTICIPANT ELIGIBILITY

Trainee – A foreign national with either 1. A degree or professional certificate from a post-secondary academic institution outside the United States and at least one year of prior related work experience in their occupational field acquired outside the United States, or 2. Five years of work experience outside the United States in their occupational field.

Intern – A foreign national who (1) Is currently enrolled in and pursuing studies at a degree or certificate-granting post-secondary academic institution outside the United States, or (2) Has graduated from such an institution no more than 12 months prior to the start date of the proposed internship.

What does this actually mean? This means that current students are no longer eligible for the J-1 Trainee program unless they have another degree. This also means that international students in the U.S. are no longer eligible to participate unless they have a degree or 5+ years work experience in their home countries.

What do we need to show participant eligibility?

- Passport (valid for at least 6 months *after* the end date of the proposed training or internship)
- Photocopy of diploma or transcripts showing completion of degree outside the U.S.
- Resume (up to date through the month the application is submitted)
- *Proof of student status (issued by the university) verifying enrollment for the school term or recent graduation prior to the proposed internship (Intern Program Only)*



AIESEC US SERVICES

J-1 TRAINEESHIP OR INTERNSHIP

For the basic program fee AIESEC US provides visa sponsorship, which includes advice on J-1 regulations, visa processing, SEVIS fee and registration, and program evaluations. Additionally, AIESEC US distributes Participant and Company Handbooks outlining regulations, policies, and US reception information, as well as provides an orientation for the participant upon arrival to the United States. Lastly, AIESEC US maintains a 24 hour emergency hotline, providing hands-on support from a representative throughout the training program.

J-2 DEPENDENT

AIESEC is able to offer J-2 Dependent visas for a non-working spouse and children (under 21 years of age) of the J-1 participant.

RECEPTION SERVICES

Arriving in a foreign country can be both scary and confusing. In order to ensure that a participant's arrival goes smoothly, AIESEC US provides reception services, which include airport pick-up and an orientation to the local area, as well as support obtaining a Social Security card.

HEALTH INSURANCE

AIESEC US requires that all participants and their dependents enroll in health coverage through our insurance provider. The health insurance meets all J1 health insurance requirements and will become effective starting one day before the training program start date and one day after the end date.

ADMINISTRATIVE SUPPORT

Throughout the duration of an exchange program, one or more AIESEC US representatives will be responsible for ensuring that the program goes smoothly and as contracted. The Administrative Support Fee is a variable cost that will fluctuate based on the size and scope of a given exchange program, accounting for the time and resources necessary for AIESEC US to deliver on all contracted services.



AIESEC TALENT SOURCING & RELOCATION SERVICES

In addition to the Required Program Services, AIESEC US offers a variety of options that not only give access to a pool of qualified candidates from around the globe, but also eliminate the logistical burden of relocating foreign nationals to the US and integrating them into the AIESEC community. Companies can make the transition easier by taking advantage of the following services:

TALENT SOURCING

AIESEC US has a presence in over 100 countries and access to a vast pool of highly qualified candidates with backgrounds in a variety of occupational fields. If a customer has trouble finding candidates and would like access to our network, an AIESEC Network fee will be charged and they will be given full sourcing access.

AIRFARE

AIESEC US is able to secure an exchange visitor's airfare at prices that are almost always well below open-market costs. AIESEC US consults with the company and the participant around the best available dates, and books the most convenient flight available.

SHORT AND LONG-TERM ACCOMMODATION

AIESEC US offers short-term accommodation in order to provide an option for those participants having difficulty finding long-term leases. Participants are much more likely to find housing when physically present in the United States and temporary accommodation is one way to allow him or her the extra time needed to find more permanent arrangements. Additionally, AIESEC US is able to secure long-term, affordable housing for candidates when requested.

ONGOING LOCAL SUPPORT

AIESEC US has local communities on a growing number of college campuses nationwide. If a company's location is in the proximity of any one of these local communities, they can take advantage of our ongoing support and the opportunity to have a Local Service Coordinator (LSC).



PROGRAM PRICING

Each customer should know that their particular exchange program is unique to their needs and goals. Because of this, there are many variables that will influence the price of their program. While some prices are standard fixed fees, others are variable costs that will take a good understanding of the program to create. Here is a basic guide to program pricing:

REQUIRED SERVICES

All AIESEC US exchanges will include the following services and fees:

J-1 TRAINEESHIP/INTERNSHIP	ADMINISTRATIVE SUPPORT
RECEPTION SERVICE	NETWORK & SOURCING
HEALTH INSURANCE	

PROGRAM COST			
SINGLE EXCHANGE	\$3,510.00		
MULTIPLE EXCHANGE (PER TRAINEE)			
	1-6 MONTHS	7-12 MONTHS	13-18 MONTHS
1-2 TRAINEES	\$3,510	\$3,840	\$4,170
3+ TRAINEES	\$3,270	\$3,600	\$3,930
10+ TRAINEES	\$2,740	\$3,070	\$3,400
20+ TRAINEES	\$2,560	\$2,890	\$3,220
50+ TRAINEES	\$2,400	\$2,730	\$3,060

ADDITIONAL SERVICES

Companies may choose to take advantage of these services as additions to their Per Exchange Fee:

PER J-2 DEPENDENT	\$500 (PLUS APPLICABLE HEALTH INSURANCE FEE)
SHORT-TERM ACCOMMODATION	
3 DAYS	\$450
7 DAYS	\$1050
14 DAYS	\$2100
PROGRAM EXTENSION	\$500
REPLACEMENT DS-2019	\$100
ONGOING LOCAL SUPPORT (LSC)	\$500 (MONTHLY, PER LSC)
AIRFARE	\$VARIABLE
LONG-TERM ACCOMMODATION	\$VARIABLE

NOTES:

- The “**Exchange Fee**” is the sum of the J-1 fee, the Health Insurance fee, the Administrative and Sourcing fees.
- For all programs that are not “Single Exchanges,” the final invoiced Administration Fee is to be quoted by the national office, but will fall in reflect the price breaks shown above.
- Airfare – The cost will be determined depending on the seasonal cost of the start/end of the TN, and countries/regions the EPs are likely to be coming from. The cost will be determined with the aid of the MC.
- Accommodation varies by location, TN duration, and season. The cost will be determined with the aid of the MC



PROGRAM FEE DISTRIBUTION

Successfully signing contract and generating exchange not only provides your LC and AIESEC US with incoming trainees and interns, but also provides your LC with a means of raising funds for operations and projects. The distribution of all AIESEC exchange program fees will be done as legislated yearly in the AIESEC US Compendium. For the 2009-2010 year, that distribution is as follows (taken directly from the Compendium):

SINGLE EXCHANGES

Of the fee charged to a company for a single exchange:

HEALTH INSURANCE FEE

The health insurance fee will be distributed accordingly:
All \$330/\$660/\$990 will be allocated to the MC.

J-1 VISA FEE (SOURCE/MATCH STAGE)

The J-1 Visa fee will be allocated accordingly:
\$780 will be allocated to the MC.
\$400 will be allocated to the LC that sourced the traineeship.

RECEPTION FEE (REALIZATION STAGE)

The reception fee will be distributed accordingly:
\$300 will be allocated to the LC receiving the trainee.
\$200 will be allocated to the MC.

ADMINISTRATIVE FEE (RAISE STAGE)

The administrative fee will be distributed accordingly:
\$600 will be allocated to the LC that raised the traineeship.
\$900 will be allocated to the MC.

NOTE: If a single LC raises and sources the traineeship they will receive \$1000 allocation.

MULTIPLE EXCHANGES

For multiple-exchange contracts or national contracts, the allocation will be based on the Business Development pricing model in collaboration with the applicable LCP(s) and applicable MC VP.



ADDITIONAL BUSINESS DEVELOPMENT RESOURCES

In addition to this document there are many other resources at your disposal to aid in acquiring leads, and supporting material to move forward and start sales, contracting, and delivery. The latest versions are all available through the Business Development Wiki.

DELIVERY HANDBOOK

The Delivery handbook is the one-stop document to support you post-contracting. A comprehensive set of checklists, requirements and stages are provided to take you through the delivery processes step by step.

BUSINESS DEVELOPMENT GUIDE

The Business Development Guide is a highly compressed combination of this handbook and the Delivery Handbook. The intention of this guide is to provide support *during* sales calls and meetings with external organizations and leads. It provides a quick overview on all aspects of sales, contracting and delivery, and could be shown to externals during a meeting or sales call.

MARKETING MATERIAL

A collection of pamphlets, brochures and one-pagers is available at your disposal to distribute to leads, contacts, external organizations, etc. These marketing materials highlight the many facets of the AIESEC exchange program, including its history and successes.

ICX STATISTICS PACKET

During sales calls and meetings with externals they will often ask for the current activity of incoming exchange in the US. The ICX statistics packet contains all of the data and statistics of recent exchanges to the US, along with useful demographical information and graphs. The intention of this document is to give LCs and externals a quick, but comprehensive overview of our recent exchange history / track record.

BUSINESS DEVELOPMENT WIKI

The Business Development wiki on MyAIESEC.net is constantly updated with new materials, resources and training documentation, and is the first stop for all who wish to participate in Business Development. All of the latest Business Development documents can be found here. Additionally you can find information on all campaigns, initiatives and projects that are currently active in AIESEC US. The list of J-1 Visa training sessions, and BD training sessions is also listed here along with up-to-date contact information. To access the wiki, log on to MyAIESEC.net, select the wiki link, and search for 'United States BD'.

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