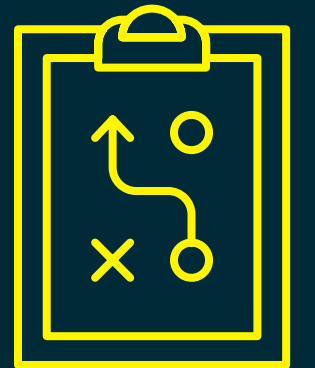




COLLEGIATE SALES SOCIETY

# Recruitment Playbook



- 3** Recruitment Plan
- 12** Sustaining Members
- 15** Outreach Email Templates

# RECRUITMENT PLAN



## Recruitment Plan

A recruitment plan is a predetermined strategy for finding student members. It is a timeline for the executive team to follow and things easier for chapter executive boards to recruit members that align with CSS's core values.

If you are recruiting executive members, you will need to identify the positions and provide the goals and responsibilities of that role.

**The recruitment process is a core component that can be difficult for any chapter, but following this plan will help you keep your chapter's membership numbers on track.**





## Ideal Member Profile

The students you seek to recruit should be inclusive and align with students' personal goals. These goals could include students actively seeking internships, professional development opportunities, extra certifications, and or securing a job before graduation. An effective plan will ensure the recruitment process is not discriminatory towards any student.

**No student should be discriminated against on the basis of race, color, sex, age, gender, religion, nationality, disability, or genetic information.**

**You also need to understand the make-up of your chapter:**

**DO YOU HAVE PRIMARILY JUNIORS AND SENIORS, OR ARE YOU MADE UP OF THOSE IN THEIR FIRST TWO YEARS OF SCHOOL?**

To have a club that continues year after year, you need a solid mix of all graduation years.

**WHAT TYPE OF MAJORS WOULD BE MOST INTERESTED?**

Whether you want to talk to those still undecided or those already taking their final classes for their degree, don't be afraid to include majors that might not have a direct correlation with sales. For example, a pre-med major might not know that sales is an option for a career path. Joining CSS would be a perfect opportunity for them to learn about medical sales.

**AS YOU DEVELOP YOUR PLAN, CONSIDER HOW STUDENTS WILL INTERACT WITH YOUR CHAPTER.**

If classes are mostly online or your campus leans towards commuters, consider making your chapter a hybrid models to allow all students to join, regardless of their physical presence.

# Creating a Plan

To get started, begin with laying out your recruitment plan. Try using the steps below to create your plan:

## 1 TIMELINE & BUDGETING

Set a timeline and budget for recruitment goals.



## 2 CHAPTER HISTORY & VALUES

If your chapter has been around for a while, try looking at your recruitment process from previous years.

For new chapters, what values were used to draw you in as a member and how can you use that story to draw in others?

## 3 MAKE AN ANNOUNCEMENT

Announce that you're recruiting. This can be shared with existing chapter members, friends, classes, and even with national CSS members.

- Target and notify groups of students, relevant professors, or faculty members. Be clear about the types of members you're looking for and why students should want to join.
- What is your messaging? Your message should be tailored to each specific audience.

## 4 CREATE AN ADVERTISING PLAN

Include how you want to appeal to students. Use resources like technology (social media and email), tabling, bulletin boards, announcements, and posters.

## 5 MEET STUDENTS

Meet with students by tabling, participating in career and involvement fairs, or speaking with classes.

## 6 HAVE A BACKUP PLAN!



## Use Your Past Resources

If your club has been active for one or more years, look at your officer's notes to learn about previous recruitment efforts. You can expand on strategies that were successful and limit resources toward those that were less effective.

For example, did your chapter attend club fairs in the past? If so, were there best practices learned from them?

Use these examples to identify what worked and how you could improve efforts.





## Set a Timeline and Budget

Funding can make a big difference when it comes to recruitment. Your campus may have even allocated your club funding to run efficiently. Try using this money to provide snacks or giveaways to draw people to your meeting. Swag, like t-shirts and buttons, makes clubs seem more legitimate and worth investing in engagement. If you are in need of extra funding or sponsors for swag, sales competition travel, or speakers, CSS National is more than happy to help.

Physical marketing and building brand awareness are critical to laying the foundation for your club. Using existing campus events like welcome week and homecoming to set up tables, are low-cost or no-cost ways to advertise. Create and print flyers and/or posters to be displayed and distributed during these events. Your VP of Marketing can design specific handouts, or use premade flyers by CSS national. To draw students to your table, try to offer incentives when possible. Every student loves a free gift or sweet treat. Think outside the box and get creative with your marketing and recruitment.



### Quick Tips

**Find out if your campus has allocated funds to your club.**

**Club swag makes your club seem more legitimate.**

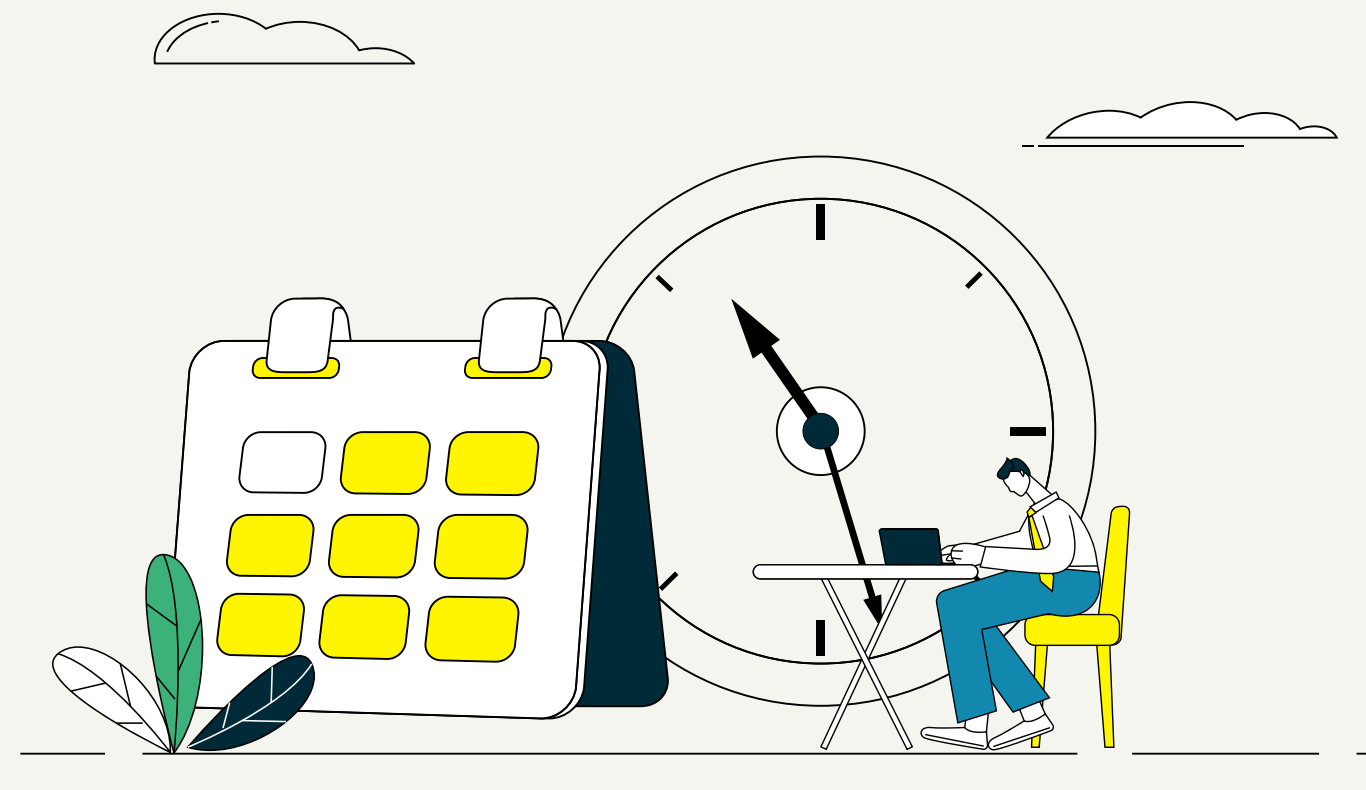
**CSS National can help with funding or sponsorship.**

**Use existing campus events to build brand awareness.**

**Create flyers and posters to be displayed during events.**

**CSS National has premade flyers available for use.**

**Offer incentives to draw students to your table.**





## State Your Intentions

From recruitment to meetings and events, sharing opportunities and announcements with members and the campus community is important. Every announcement you make should start by telling your audience about the opportunity you're discussing in the document. State your objective and be sure to include details like who it is directed to, where is the location of the announcement and when, as well as why and how are you discussing the topic.

**If you feel like getting extra creative, ask your marketing members or executive team to try designing your announcement using a tool like Canva. It's free, quick, and easy to use.**

**After you make a Canva account, you can build an announcement by following these steps:**

**1. OPEN YOUR BROWSER** to Canva and search the templates for “announcements.”

**2. SELECT A DESIGN TEMPLATE** from Canva's library on the left-hand side. Feel free to edit the template colors and fonts to match your campus chapter's brand.

**3. ADD FEATURES** like illustrations, shapes, animation, and photos to make your content appealing to readers.

**4. PERSONALIZE YOUR ANNOUNCEMENT** by using photos from chapter meetings, logos, or images.

**5. DOWNLOAD YOUR WORK AND SHARE IT VIA SOCIAL MEDIA OR IN PRINT.**

Not only can your designs be printed for distribution, they can also be shared on your social media accounts. The CSS National Team offers Canva graphics and templates, as well as office hours to help with all your content creation needs.

## Advertise

Advertising is an incredibly effective way to gain new members and drive chapter growth. Through targeted messaging, advertising helps you reach your ideal audience.

While most advertising on campus comes from posting regularly on your chapter's social media channels, there are a number of ways to advertise and use resources.

### Social Media-specific Ideas:

- Tag chapter members and professional guests in your social posts.
- Encourage chapter members to like and comment on posts for engagement.
- Reach out to other on-campus organizations' social media accounts and cross-promote each other's pages.
- Publish great content - ask members what they want to see or what they'd want to know if they were just getting started as members.
- Post videos and testimonials from current members and alumni.
- When it comes to social media accounts, don't leave out LinkedIn. CSS is a professional organization geared towards career success. Many of the professional sales contacts you will meet will encourage you to connect with them on LinkedIn. Use CSS national's social posts and resources to share with your chapter.
- Recycle content that has already been used.



## Other Advertising Ideas:

- Use conversation tools like Slack, WhatsApp, or Groupme and send relevant information to members.
- Sign up for free email tools like Mailchimp and send out regular emails and newsletters.
- Host informational meetings about the chapter, encouraging people to join.
- Attend outside networking events.
- Have a table during a career fair day or campus organizations day.
- Ask your professor if you can speak about CSS at the beginning or end of an upcoming class.
- If they agree, using a service like AirDrop is very effective in these large lecture/general education classes. Have a screenshot of a flyer or brochure for your chapter handy. You can then AirDrop the photo to any students who accept it, thus giving them easy access to more information about your chapter. You can also leave a QR code to this flyer at the front of the room if possible, so students can scan it on their way in or out of class.
- Set up a referral program for current members to get prizes for referring new members.
- Join contests like the CSS cold calling competitions and national sales pitch competitions to gain national recognition.
- Talk to people you meet throughout your day - at the gym, in the student union, in between classes or at the dining hall.
- Network with other student organizations and student government to talk to their members (especially those attracting non-business majors) or host a joint event.
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- Network with other student organizations and student government to talk to their members (especially those attracting non-business majors) or host a joint event.
- Take out an ad in your campus newspaper, or offer to write an article or editorial for them.
- Ask key campus leaders, your chapter advisor, professors, and staff from offices like Student Affairs, Service-Learning or Resident Life to support your chapter and promote it.
- Provide them with information about internship and job opportunities, as well as career fairs - all big selling features!. You might also request a co-partnered workshop on resume building and interview prep. CSS National can help you with email templates and information if requested.

# SUSTAINING MEMBERS



## Sustaining Members

You found your members, but now how do you keep them engaged and active?

Having a strategy to retain members is just as crucial as recruiting them.

**Here are some ways you can sustain your membership numbers:**

**MAKE NEW MEMBERS FEEL WELCOME AND UNDERSTAND THE LEVEL OF PARTICIPATION.**

The first impression a new member gets from a meeting is important to your retention and membership growth.

**COLLECT THEIR CONTACT INFORMATION SO YOU CAN PROVIDE THEM WITH CHAPTER RESOURCES.**

**INVITE MEMBERS TO MEETINGS AND EVENTS USING TEXTS, EMAILS, AND GROUP CHAT APPS.**

We have all been in the position where we forgot a meeting or assignment. Don't ever just assume someone will be at a meeting. Reminders are your best friends! Encouraging members to join the CSS Slack Channel is also a great way to make messaging quick and easy.

**BE CONSIDERATE OF YOUR MEMBERS' TIME.**

Keep each meeting to 45 - 60 minutes. Students are busy, so when meetings are short, they are more likely to attend.

**USE THE FIRST 10 TO 15 MINUTES OF YOUR MEETING TO BUILD COMRADERY.**

Try incorporating icebreaker questions into your agenda and focus on team building. Relationship building is an important part of building your personal professional network. This should be a highlight of being a part of a CSS chapter.



**ASK YOUR CHAPTER MEMBERS FOR FEEDBACK OFTEN.**

Send out surveys to all chapter members through tools like Survey Monkey or Google Forms to identify what kind of resources or opportunities your members desire. Do they want to see more speakers, and career opportunities, or coordinate with other chapters? Be sure to make it anonymous so that members feel comfortable participating.

**ENCOURAGE MEMBERS TO BRING FRIENDS!**

Make an event dedicated to bringing a new friend to a meeting. Group participation is less daunting for new students. It can be comforting to know you are not the only new person in attendance. Adding social events such as mixers to your calendar is also a great way to keep CSS fun, engaging, and exciting.

**USE YOUR CHAPTER'S SOCIAL MEDIA TO SHARE TESTIMONIALS AND SUCCESS STORIES FROM FORMER STUDENT MEMBERS.**

Share motivational posts and professional best practices. Raise awareness of your mission, vision, and values and the impact your chapter has made. Let students know why they should join and the opportunities they will receive.





# OUTREACH EMAIL TEMPLATES

**To assist in outreach efforts, CSS has provided you with the following scenarios and email templates. Please feel free to edit and adapt messaging to better suit your campus needs.**

**OUTREACH TEMPLATE:**

## Reach Out to Former Professors

Use your personal networks on campus to get started. Former professors are great allies and can provide advice and feedback.



## OUTREACH TEMPLATE:

## Freshman Class

Speak with academic department chairs and inquire about sending mass emails on behalf of CSS. Some departments to connect with include but are not limited to economics and accounting, sociology, humanities, business management and administration, and STEM. With their approval, contact incoming first-year students and let them know about their opportunity to join CSS.





## OUTREACH TEMPLATE:

## Athletics Dept. / Sports Teams at College

Athletes are incredible sales development representatives. Their competitiveness drives them to be successful. They have natural skills that translate into sales.



james@university.com

Subject: Career Opportunities for Athletes

Hi [Athletics Program],

I was reaching out to your team specifically because I wanted to alert the players to a new opportunity to utilize their competitive mindset. [Sales Club] is the newest professional organization on campus dedicated to helping students develop the necessary skills to succeed in sales while providing access to exclusive internship and job opportunities through our corporate partners.

For athletes post-college, the traditional career path might be ill-defined and hard to pin down, but a career in sales appeals to an athlete's natural competitive mindset while providing an avenue to a quite lucrative career path right out of college, with an average salary in tech sales roles being around \$80k OTE the first year.

If some of your fellow athletes are interested in pursuing a professional career or even just interested in learning some broadly applicable sales skills, come to our first professional talk featuring [X person], a [x role] at [x company].

We would love to see members of [Sports Team] at it!

Best Regards,

[Name]

## OUTREACH TEMPLATE:

## Greek Life

The comradery between the Greek community of fraternities and sororities is unlike any other. Executive board members are tasked with running an organization that plays a much larger role in a national community. They are committed to improving the environment and giving back to others.



james@university.com

Subject: Join our Sales Community

Dear [Greek Org],

I'm reaching out to alert the [brothers/sisters] of [Greek Org] about a potential opportunity to utilize your social skills in a professional environment by joining [School Name's] newly established [Sales Club].

We share the Greek community's commitment to improving [School Name's] local environment and desire to give back to the community. We seek to change people's perception of sales and provide our members with widely applicable sales-based skills. Also, members receive access to exclusive internship and job opportunities through our corporate partners.

If you have a minute you can sacrifice at the beginning of your chapter meeting, it would be great to share more about [Sales Club] with the [brothers/sisters] of [Greek Org] and see if any would be interested in checking out one of our meetings.

Looking forward to hearing back from you soon.

Best Regards,

[Name]