



**General transfer document**  
**for external coördinators for student organisations of Hanze UAS**  
**Groningen**

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# 1. External Coördinator

## 1.1 Job description

As external coordinator, the main task is to establish and maintain contacts with external parties. External parties are all those outside the organisation. These are mainly partners from business, the field and other stakeholders. If there are questions, proposals or any ambiguities from the external party, the external coordinator is the first point of contact and has the task of picking up and dealing with these matters. An external coordinator also does his or her best to present the organisation to the outside world in a professional manner. This increases the chances of success when approaching external parties. The qualities of an external coordinator are as follows:

- Extraverted;
- Enthusiastic;
- Friendly;
- Gutsy;
- Commercial;
- Eye for detail.

The tasks of an external coordinator at the beginning of the board year consist of reviewing/making a partner brochure. The information it contains will need to be made up-to-date and improved if necessary. Next, set targets for sponsorship amounts or new partners you want to achieve. By setting the bar high, you have a goal that will challenge you throughout the year. Make sure the targets are measurable and you can evaluate them during the year. After making preparations, you can start conducting partner interviews. Partners can support an organisation with money or goods and/or services. The latter might include discounts on (sports) activities, free T-shirt printing, free lectures or workshops, transport to activities or lunch with people from the field, which in turn offers networking opportunities to members.

Recruiting partners is different for every organisation. For some organisations, this is easier than others. Are you going to approach new companies? Make sure you have a good story that suits the partner and that it is clear to the other party why you need each other. This can be done with a standard e-mail with which you have the idea of enthusing as many partners as possible. Above all, be proactive towards partners and companies, show that they are wanted. Tip: start this e-mail with a short paragraph on why you found this company and why they are so interesting. The intro makes the recipient read on. The rest can be a standard story. Existing collaborations are often easier to continue if there is or has been a good collaboration in the past. If you want to negotiate a better deal, don't go into too much detail about what the current agreement and price was. Focus on the new role you have in mind for the partner. If you don't, chances are that the agreement will often continue under the same conditions. On the contrary, do you want to get rid of a partnership? Don't be afraid and let us know in a neat and professional way. This can be done through an e-mail, but also through a phone call or a physical appointment. It all depends on what kind of relationship you have with the partner in question. As a person, you do feel what the right way to do this is; after all, as an external, you have the best contact with the partner.

At this partner interview, a good impression should be left. Before going into an interview, it is very important that you prepare about the company. What services does it offer? What legal form, what is the company's vision and mission. What do you like about this company? You do this to avoid falling through during an interview. Some discussion partners explicitly ask for your view on their company. In addition, make sure you are dressed appropriately. Bring a partner brochure, notepad and pen or a laptop to show videos of what the association organises, such as an aftermovie of a lecture or symposium. During the interview, make notes in keywords and keep them carefully to come back to later if necessary. In addition, keep a clear structure in the interview. If it concerns an existing partner, evaluate the previous year's cooperation. Then move on to the coming year. What are your plans and why are you going to make it a successful year? Discuss ideas using the partner brochure. After your conversation, make sure the agreements made are confirmed by e-mail and thank your discussion partner again for the pleasant conversation, this way a new contract can also be drawn up.

Should a partner wish to support an organisation, it is up to the external coordinator to draw up a partner contract. This is often a standard contract. It lists what both parties should expect from each other. The following elements are often included in a partner contract:

- Contact details of both parties;
- Mutual deliverables. For example, the partner may provide the following: a sum of money, a service or a good. In return, the organisation may, among other things, actively promote the partner (logos on clothing, through social media) or organise an activity involving the partner such as a company visit or lecture;
- The duration of the agreement;
- After a partner contract has been concluded, it is very important to maintain good relations with the partner. You do this by answering e-mails as quickly as possible and not leaving anything unanswered for more than 48 hours. Furthermore, you keep appointments and share developments that take place within your own organisation. Make sure you attend activities in which external parties participate. Think with the companies about their promotion and execution. Pointing out unused opportunities under the partner contract is often appreciated.

### 1.2 Tips

Some useful tips for an external coordinator are as follows:

At an interview

- Be on time;
- Ensure a neat appearance. Adapt clothing style to the target group. At large companies, for example, it is appropriate to come in a suit;
- Be well prepared and read up on your interviewer and the company;
- Be creative, have guts and make sure you are original; Do not reason from a sponsorship but from a cooperation;
- Ask good and critical questions;
- Know what you are selling and what kind of worth it has to the association.

Sales techniques

- Many companies do not have a clear plan in mind. They do not know what the ideal cooperation should look like so be prepared in this. Go around the table with your own board and come up with some great ideas this would suit this partner;
- Do you hear during the conversation that the company has some priorities for a collaboration? Ask about this and you will find out what possible opportunities there are;
- Avoid the word cheap, use the word advantageous when talking about the packages. Cheap inherently says is about the quality of the service you offer. In contrast, advantageous says you can get a higher-quality product for less money;
- Keep your back straight. They will often look to negotiate with you and how far they can go in doing so. Move with the needs of the interlocutor but not too much. If you are at a dead end, present your contact with a dilemma. Indicate that the option they desire is not feasible but you can offer two other choices. These are then the choices that are most favourable to the organisation (financially). Psychologically, someone is going to make a choice and step away from their initial thoughts. Deal with this smartly.

#### During the year

- Set SMART-formulated objectives;
- Talk positively about own organisation. Enthusiasm is quickly adopted by your interlocutor. Be honest and admit mistakes;
- Always communicate everything to your own board;
- For non-urgent matters that are not too complicated, use e-mail. With this, you always have written proof of agreements;
- Are there urgent matters or any chance of miscommunication? In that case, call and make sure any appointments are confirmed by e-mail afterwards.
- Don't get a response to an e-mail? Step 1: Send a new e-mail and again politely ask for a response. Step 2: Call the contact person, often you will have clarity. Step 3: Can't get hold of the contact person even after calling? Then call the general number and ask for the department where the contact person should be. You will often get to speak to the person or a colleague. Sometimes there are certain circumstances that make someone unresponsive.
- Apply various techniques to bring in new partners. This can be done by consulting your own network, LinkedIn, daring to call companies and having a strong standard e-mail ready.