



Internship Reflection

At ILS by CAMP

Executive Summary

ILS is a company that owns and manages an Aerospace Aftermarket platform which connects potential buyers and sellers with each other. Through this online platform, organizations can conduct their B2B transactions in a timely manner.

Hearst is the 'grandparent' company to ILS -- in the sense that CAMP is the parent company to ILS, and Hearst is the parent company to CAMP.

I was tasked with creating playlists for the sales team to watch each month of this year in order to further increase their knowledge of sales, business, and the industry.

After creating the playlists, I was tasked with creating ILS Product Trainings. This task requires that I create multiple PowerPoint presentations for the Lunch & Learn activity which would be held on the third week of every month.

Furthermore, I conducted research on the aviation companies that will attend the same MROs or trade shows as ILS, this year. In the middle of the first project, Steph asked if I could pause that project and start a similar one but for a different event.

Currently, I am working on creating tasks for Account Specialists and Executives on Salesforce. These tasks are based on leads generated between January and July of 2023, and have not been converted.

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About ILS

Inventory Locator Service (ILS) was founded in 1979 and ever since then, it has continuously strived to push towards innovating its Aerospace Aftermarket platform. ILS remains to be the trendsetter and has never been surpassed in its groundbreaking solutions. In late 2019, CAMP made a major move by acquiring the company from Boeing.

ILS is a company that owns and manages an Aerospace Aftermarket platform which connects potential buyers and sellers with each other. Through this online platform, organizations can conduct their B2B transactions in a timely manner. There are several other aftermarket platforms available in the aerospace industry, however ILS's main differentiation is the luxury of top customer services that they offer potential consumers.

CAMP

According to the company's website, "CAMP is the leading independent provider of aviation management products and services with a proven track record of over 50 years. CAMP is committed to providing the highest quality products and services to the business aviation community across the globe. CAMP is privately held by Hearst."

CAMP is considered the world's number one Aircraft Maintenance Tracking Solutions provider. It offers maintenance management, inventory management, flight scheduling, and engine health monitoring to its potential customers. ILS is one of multiple companies (around the world) that are part of CAMP.

HEARST

According to the company's website, "Hearst is one of the nation's largest global, diversified information, services and media companies. The company's diverse portfolio includes global financial services leader Fitch Group; Hearst Health, a group of medical information and services businesses; Hearst Transportation, which includes CAMP Systems International, a major provider of software-as-a-service solutions for managing maintenance of jets and helicopters; ownership in cable television networks such as A&E, HISTORY, Lifetime and ESPN; 35 television stations; 24 daily and 52 weekly newspapers; digital services businesses; and more than 200 magazines around the world."

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Spring Completed Tasks**Cornerstone Playlists & ILS Products Training**

I was tasked with creating playlists for the sales team to watch each month of this year in order to further increase their knowledge of sales, business, and the industry. These playlists contain multiple videos, and each playlist's total duration is more than an hour but less than two hours. I also had to create a theme, i.e., a short sentence that serves as an umbrella for the videos that are related. These themes are the titles for the playlists. For example, January's playlist is titled Overcoming Objections. The playlists created are supposed to help each member of the sales team become a better salesperson

I searched for these educational videos on a platform called Cornerstone. Every CAMP/Hearst employee has a free account to this platform, therefore assigning them to ILS employees was not complex. I was not in-charge of fully assigning these playlists because I needed approval from my Manager, Steph. She seemed quite impressed when I was presenting my findings to her. This made me feel like my work is appreciated, and that my contribution to the team does matter.

After creating the playlists, I was tasked with creating ILS Product Trainings. This task requires that I create multiple PowerPoint presentations for the Lunch & Learn activity which would be held on the third week of every month. In each month, one of the company's products will be highlighted for members of the sales team to learn more about that product. The reason is, if the sales reps have in-depth knowledge of the variety products that ILS has to offer, they will serve the customer better. They will also know what products will best solve each customer's dilemma, while simultaneously generating more revenue for the company.

This task was also an avenue for me to know about the products of the company. By researching through the sales channel, I gained vital knowledge of the pricing and promotion of each product. I also understood how each product can be used by customers and what company/segment would be interested in them.

MRO AMERICAS & HAI HELI Expo

Furthermore, I conducted research on the aviation companies that will attend the same MROs or trade show as ILS, this year. I was given a list of 515 attendees for the MRO Americas 2023. This list only includes companies that are not ILS customers yet. I was tasked to gather

information about the individual company's LinkedIn presence (y/n), head office location, and nature of business.

I was entering each information into a spread sheet. Additional information that I also put for every attendee is the ILS Sales Specialist that oversees the accounts in the geographic region that the potential prospect is located. The purpose of this research is for me to gather information about potential prospects, and then ILS sales specialists will reach out to these companies and introduce ILS to them. ILS is intending to use the fact that they'll be in the same building at the same time to sell their brand/product/business to them. It is also a way of introducing the company to them.

In the middle of this project, Steph asked if I could pause this project and start a similar one but for a different event. This event is called HAI HELI Expo 2023, and it's supposed to take place in Q1, hence the urgency. This list contains 487 attendees and I was to gather the same information as I did with the MRO Americas' list.

Here is an example of what I had to do for each attendee. Company's name is "Rotorcorp"; I search on LinkedIn for them, then I go back to the Excel sheet and input "Y" because I found an account for them; then I go through their website to get a glimpse of what their business is about, I found out that they sell helicopter parts; then I search for their address, and input it in the sheet; then I check ILS Sales Specialist (power point) to see who's assigned to that region, then I input that into the sheet also. For example, since they're located in Georgia, I'll indicate on the sheet that the account is assigned to Kayleigh.

The process is very repetitive, however I learnt so much from it. My knowledge of the aviation industry increased by a lot because I was reading about what service or product each company has to offer. I also noticed that some organizations that are in the same region have

similar businesses. In addition, I also have more understanding of the regions assigned to ILS specialists. I am more familiar with each specialist and what states are under them.

After completing HAI Heli Expo 2023, I sent it to Steph and she notified the sales team that they need to look at the list and start reaching out to the companies before the event. During a meeting a couple of days later, I heard the sales team discuss their interactions with the companies and how the information I provided helped. This made me happy that my work is not going unnoticed, and that it is actually useful for the company's success. Moreover, I resumed my research on the MRO Americas' list so that the sales specialists can connect with the companies attending before the event.

LEAD CONVERT

Currently, I am working on creating tasks for Account Specialists and Executives on Salesforce. These tasks are based on leads generated between January and July of 2023, and have not been converted. I was instructed to view each lead, then see if their parent company have an existing account with ILS. If they don't, then I can just change their status from "Lead" to "Nurture." However, if their parent company is an active ILS member, then I can create a task for the Account Specialist/Executive to convert the lead or change their status to 'Nurture.' I also had to consider the number of times that the sales rep had reached out to the lead. If there have been multiple attempts to contact, then I can just assume that they are irresponsive and change their status myself. However, if they only reached out a few times, then I had to create a task so the Account Specialist/Executive can decide for themselves the fate of that lead.

Conclusion

As this internship experience come to an end, it is a bitter-sweet feeling for me. I feel this way because I am grateful to for the opportunity to learn and earn in a great professional

environment, but I will miss it so much. The people there made my experience greater than I could ever expect. Would I recommend ILS to future interns? Yes, absolutely!