

HANDBOOK

MANA IMMIGRATION

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8.0. SALES MANUAL

8.1. Introduction

8.1.1. Policy

To focus the efforts of the professional sales staff, the company shall determine which leads generated by advertising, marketing, and sales are prospective customers that should receive a sales call.

8.1.2. Purpose

To outline the procedure for managing sales leads and to identify leads ready for the professional sales staff's attention.

8.1.3. Scope

This procedure applies to all sales leads generated by marketing, advertising, and sales efforts.

8.1.4. Responsibilities

Marketing

The marketing team shall regularly provide the Sales Administrators with all leads generated by inquiry forms. Marketing shall adjust marketing techniques according to leads and sales statistics provided by Sales Management.

Sales Administrators

Sales Administrators shall gather information to qualify leads according to the prospect of potential sales and then attempt to set a sales call appointment for qualified leads. Sales Administrators shall also maintain a Leads Database, information about all incoming leads, and a Prospects Database for qualified leads. Sales Administrators shall complete the Lead Questionnaire and maintain the Prospect Database.

Sales Management

Sales Management shall set the qualifying procedure, define the qualifying parameters, and supply the Sales Administrators with the proper training, forms, and tools necessary to qualify leads. Sales Management shall also monitor and adjust the qualifying procedures and its associated forms and records to maximize efficiency and meet lead, prospect, and sales targets.

Professional Sales Staff

Professional Sales Staff shall provide information to the Sales Management daily or weekly on the sales status of qualified leads.

8.1.5. Definition

Lead

Any potential customer whose name and/or information was garnered through sales, marketing, or advertising techniques.

Lead Enquiry Form

A brief questionnaire form (available through trade shows, web pages, and advertising tear cards, for example) that has been completed and submitted by a potential customer.

Qualified Lead or Prospect

A business, organization, or individual identified by the company as having: a current or impending need; the resources to purchase or lease the Company's product; and the authority to purchase/lease.

Qualifying leads

Qualifying is the process that allows you to find out whether a lead is a prospect. A prospect is someone who has the potential to become a customer. Leads, on the other hand, are just potential prospects. If you do not qualify a lead, you may be wasting your time with someone who literally cannot buy from you.



Sales funnel

Sales funnel (also known as Revenue funnel or Sales process) refers to the buying process that a company leads its clients through, when purchasing products and services. A sales funnel is divided into several steps, which differ depending on the particular sales model. One common sales process is divided into four phases including:

Prospects become **aware** of the existence of a solution.

9.0. FILE PROCESSING MANUAL

9.1. Introduction

9.1.1. Policy

The importance of record-keeping and filing systems cannot be too highly stressed. A well-planned system contributes significantly to the efficiency of operation as well as to a company's image. Whether records are filed in a computer or a steel cabinet, they have to be readily accessible.

9.1.2. Purpose

To outline the way the folders and files of clients are stored and processed.

9.1.3. Scope

This procedure applies to all files received from clients and processed by filing agents.

9.1.4. Responsibilities

The Filing Department is responsible for dealing with the client's file from signing the Retainer's agreement until the client's file is destroyed.

9.1.5. Definition: General terms

Inspecting

Each document is inspected to see that it has met the company's standards. If not, it should be returned to the client.











Sorting

Sorting is the preliminary arrangement of documents according to the first filing unit of the name or number. This is the last step before the actual filing or submission. Sorting also makes documents easy to find if they are needed while out of the file. Documents should be arranged in sequence so that they can be placed in the proper folders quickly, without moving back and forth.

Filing











































Filing is the actual placing of documents in folders in a pre-determined plan. Raise the folders slightly in the file drawer when placing papers in them so the papers will go entirely to the bottom of the folder.

Filing systems utilize one of the following methods:

 0. SUBMIT	This folder contains the submitted files and forms. Its structure depends on the checklist given by CIC.
 1. BIN	This folder is reserved for keeping unwanted files during the process of files preparation. After submitting documents, the folder may be deleted.
 2. ORIGINAL	These documents can be disorganized, duplicated, oversized, etc.
 3. FORMS	Immigration forms, including but are not limited to: Application form, Schedule 1 form, Use of representative form, etc.
 4. LETTERS	Letters are different from correspondence. Letters include original text documents produced for this specific client to support his/her case. Such as but not limited to: Explanation letter, Recommendation letter, Invitation letter, Motivation letter, etc.
 5. CORRESPONDENCE	All correspondence and attachment files received from the CIC, the university, the school, etc. and also with the client.
 6. PROCESS	You will mainly work in this folder as it contains files, which are being processed for submission. It has several subfolders.
 7. ADMISSION	Documents for school admission
 7. ACCOUNTING	Copies of billing documents (e.g. invoices, receipts, etc.)
 8. AGREEMENTS	This folder contains a copy of the Retainer Agreement and a copy of all other relevant agreements, such as but not limited to the Initial Consultation Agreement, and any Joint Retainer Agreement. It also contains a copy of the Client's written authorization of Designate, where applicable.

The following diagram shows a typical the folder map and you must always adhere to this structure:

Table 2- Folder Map

 SMITH John	
 0. SUBMIT	
	 01-imm5257e M
	 02-Business Registration
	 03-Passport M 1 Current
	 04-Photo M 1
 1. BIN	
 2. ORIGINAL	
 3. FORMS	
	 Application Form
	 Use of Representative Form
 4. LETTERS	
 5. CORRESPONDENCE	
	 CIC
	 Client
 6. PROCESS	
	 ID
	 Passport
	 Birth certificate
	 Photo
	 Host or Sponsor
	 Education
	 English test
	 University degree
	 Employment
	 Financial
	 Real Property
	 Tax
	 Corporation
	 Projects
	 Program Specific - TRV
	 Program Specific - Study Permit
	 Program Specific - Federal Skilled Worker
	 Program Specific - Federal Self-Employed
	 Job Specific - Artist
	 Job Specific - Athlete
	 Job Specific - Management
	 Job Specific - Engineering
 7. ACCOUNTING	
	 Application Form
	 Use of Representative Form
 8. AGREEMENTS	

11.0. COMMUNICATION POLICY

11.1. Introduction

11.1.1. Overview

Electronic communication is pervasively used in almost all industry verticals and is often the primary communication and awareness method within an organization. At the same time, misuse of electronic communication tools can post many legal, privacy and security risks, thus, it is important for users to understand the appropriate use of electronic communications.

11.1.2. Purpose

The purpose of this policy is to ensure the proper use of Mana Immigration’s electronic communication system and make users aware of what the company deems as acceptable and unacceptable use of its communication system.

11.1.3. Scope

This policy covers appropriate use of any email sent from a company’s email address and applies to all employees, vendors, and agents operating on behalf of the company.

11.2. Electronic communication

According to several researches, banning or putting restrictions on email in workplace, can dramatically increase individual productivity and reduce stress. Mana Immigration firmly believes that email is the means of communication for the past. As a futuristic company, Mana Immigration encourages all employees to use more productive tools and channels of communication and collaboration. Based on this philosophy, the company has established a number of great platforms for a less stressful and more productive working environment. Nevertheless, one should not forget that a large number of the public still feels more comfortable with emails. If a client wishes to continue to communicate with us via email, we should simply accept it.

11.2.1. Websites

Company	Website	Description
Homa Group		Holding company
Mana Immigration	manaimmigration.com	Immigration services for non-Iranian clients
Mana Mohajerat	manamohajerat.com	Immigration services for Iranian clients
Erican Mana	ericanmana.com	Joint venture in Malaysia

12.0. CASE MANAGEMENT

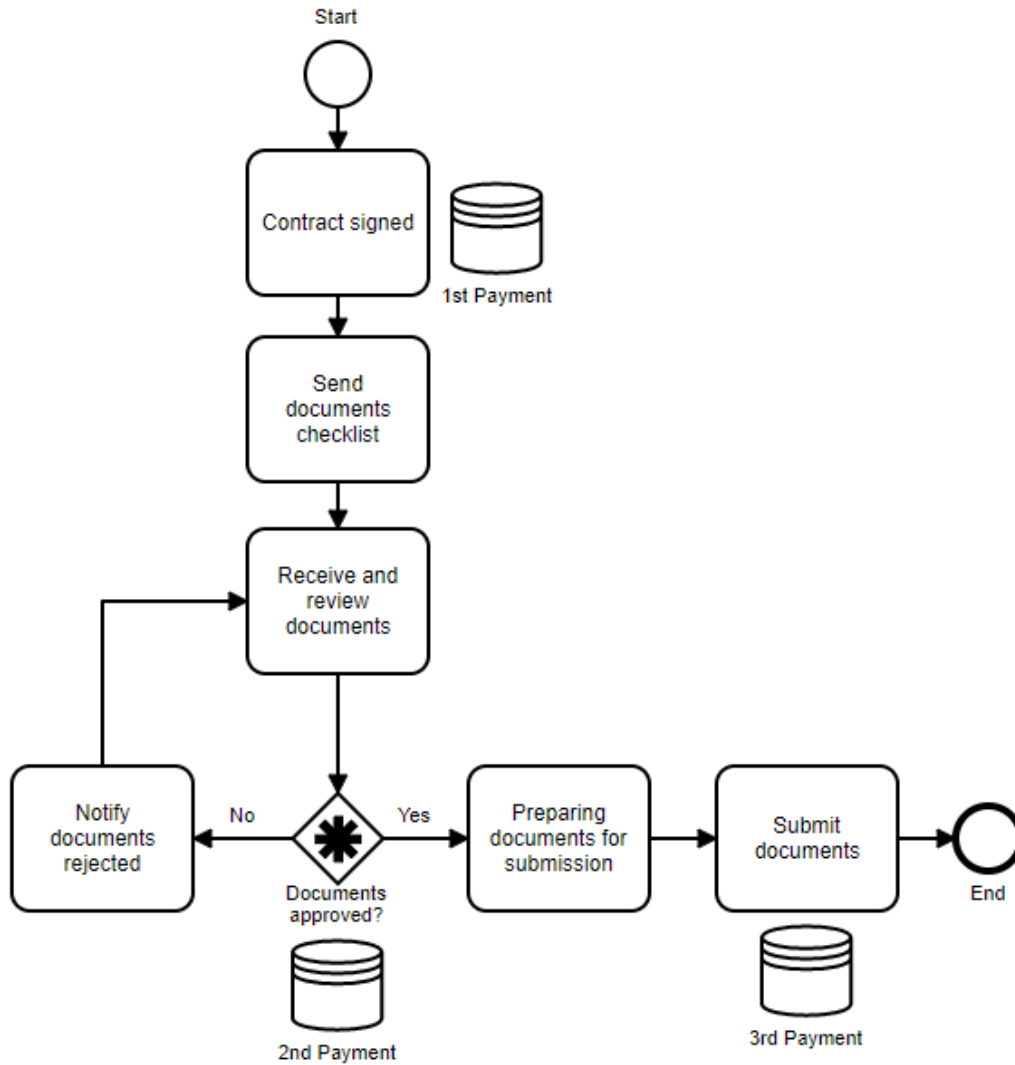


Figure 1- Generic format of workflow for an immigration case

12.1. From officer's perspective

12.1.1. Age

It is particularly important in FSW program.

STP applicants, who are over 30, should be able to justify the possible large gap between their studies.

For prospects who have young children a good proposition could be a STP for their children.

14.0. COMMISSIONS

Commissions will be considered final after 30 days. If you have a question, problem or disagreement with the amount of commission paid on a sale, be sure to submit in writing, using the Company's intranet, the details of your issue to the director of human resources within 30 DICRC: Agent

14.1. Introduction

Agent is defined as a person or company who:

- Represents the RCIC's professional practice (By-law 2016-1 1.1.b.iii)
- Solicits or facilitates business (By-law 2016-1 1.1.b.iv)
- Is registered with ICCRC (s.4.1)

Agents must not:

- Provide immigration/citizenship advice for a fee (By-law 2016-1 1.1.b.i, s.5.1.d)

RCICs must:

- Identify Agent situations and act accordingly (A.6.3.1)

Agent is

Agent means a person or company who:

- Does not provide immigration/citizenship advice for a fee (s.5.1.d)
- Represents RCIC in furtherance of his/her practice (By-law 2016-1 1.1.b.iii)
- Solicits or facilitates business on behalf of RCIC (By-law 2016-1 1.1.b.iv)
- Is registered as an Agent with ICCRC (s.4.1, By-law 2016-1 1.1.b.v)

Agents may:

- Recruit candidates
- Screen candidates
- Market RCIC's services
- Provide customer Service

Agent represents a RCIC in furthering the RCIC's practice (By-law 2016-1 1.1.b.iii)

Agent solicits or facilitates business for the RCIC (By-law 2016-1 1.1.b.iv)

Agent is not

Agent is not someone who simply refers a client to a RCIC and plays no other part in the proceedings (By-law 2016-1 1.1.b.vii)

Agent must not

- Provide immigration/citizenship advice for a fee (By-law 2016-1 1.1.b.i, s.5.1.d)

17.0. CUSTOMER SERVICES

Many newcomers to small business management forget what it is like to be the client. We have all been in the position of purchasing a product or service from someone else. We look for places where we will be treated well and receive the best value, and demand quick and fair action if there is a problem.

However, when you are on the other side of the counter or telephone, it may be a mystery as to how a customer could have any complaints, especially when you are certain that everything has been done right.

To be successful, you must always consider the client's point of view and how he or she perceives your business. Make your decisions based on what customers want -- the right products or services at the right prices, and the service and attention that makes them feel valued.

There is an old saying that acquiring or getting a new customer cost five times more than retaining an existing customer. What we are saying is - don't ignore the gold under your nose!

Did you know that:

- For every customer that takes the time to complain there are 26 others that will remain silent but never return?
- The average angry or dissatisfied customer will tell 8 to 16 people about the experience?
- Some 91% of unhappy customers will never buy from you again?
- 85% of customer loss results from a belief that companies don't really care about their business.

The reason why Mana Immigration has standards for how front line staff should handle customer relations is that customer service is fundamental to long-term success. We must never let a single customer walk away dissatisfied!

If the service we offer to our customers is of high quality, word of this will carry to every city or country where we have established a presence. If the service we offer is poor, our reputation will be too.

To do list:

- We always greet customers with a genuine and friendly smile
- We never argue with a customer
- We listen carefully to everything they say – we never interrupt.
- We treat our customers as if they were our guests
- We never complain to our customers
- We make sure to recognise our customers and call them by their names
- We talk to all parents – never losing the chance to build a powerful relationship with our 'guests'

17.1. Complaints Management

There are many rules given for handling a customer complaint and certain customers have to be handled in different ways from others. However, some of the basics always remain the same. The following is a very basic list of how you might go through tackling a generic customer complaint:

20.0. MARKETING PROCEDURES

20.1. Marketing strategy

Two key factors influencing Mana Immigration's market are the immigration trends among Iranian people and Canada's immigration policies. In both cases, the trends are upwards in favor of the company.

Our extensive network of local employees and well-functioning long-term relationship with our partners in Iran have equipped us with a great sense of understanding this market. We have also deepened our understanding through various forms of research from academic desk studies to vigorous field studies.

The company's success is heavily dependent on establishing a strong sales and marketing team that can build relationships at the facility level and successfully leverage its professional networks.

Mana Immigration's marketing strategy is based on its core alliance with different groups of professionals in the industry, using the company's expertise and networks.

The company also plans to develop a strategic alliance with government agencies, professional bodies, and educational institutions.

In Mana Immigration, marketing of the various entities and their products is done both at the corporate and the end-user level. At the corporate level the advertising of the company is done nationwide in our target market countries. At the end-user level advertising is done via flyers, local promotional events, and digital marketing.

Mana Immigration will achieve its initial sales goals via direct and distributed sales.

We will implement a carefully designed communications strategy in order to build our brand platform. This communications strategy includes:

- 1- **Website:** Featuring services information, knowledge base, testimonials, cost-benefit analysis, and frequently asked questions. This website will be used as a tool for both our sales team and our clients.
- 2- **Social Media:**
- 3- **Presentations:** In the form of brochures and newsletters explaining benefits of our services.
- 4- **Corporate presentations:** These presentations will target potential business partners and will contain facts about our business activities and achievements.
- 5- **Training materials:** These materials help every employee deliver our corporation message in a consistent manner.
- 6- **Print materials:** The company plans on advertising in local print materials such as magazines.
- 7- **Conferences:** Trade conferences, professional conferences, specialist conferences.

Digital Marketing is at the heart of the marketing strategy of the company.

23.0. IMMIGRATION PROGRAMS

23.1. Introduction

We broadly define our services into three different categories and name each category with a 3-letter label.

- **IMM** (Immigration): all programs related to permanent residency of the applicant
- **VIS** (Visa): all programs leading to granting the applicant a temporary permit to enter Canada
- **MIS** (Miscellaneous): other programs

Each immigration program has been given a code, which is either common in the immigration sector or has been devised by the company to be used in internal communications.

The employees are strongly advised to familiarize themselves with these codes as they are frequently used in the company's manuals and internal correspondence.

There are tens of different immigration and visa programs for Canada, but Mana Immigration has opted to focus on a handful of them.

The main activities of the company are focused on 5 programs and the company is trying to establish a strong presence in this niche.

Table 5- Immigration and visa programs

Category	Code	Program	Focus	Processing time*	Price
IMM	EE	Express Entry	F0	N/A	\$\$
IMM	FSW	Federal Skilled Worker	F0	6 m	\$\$
IMM	FSE	Federal Self-Employed (Farmer, Artist, Sportsperson)	F0	4 y	\$\$
IMM	CSP	Child Sponsorship (or Other Dependent)	F0	1 y	\$\$
IMM	SPP	Parent Sponsorship (or Grandparent)	F0	Long	\$\$
IMM	SPS	Spouse Sponsorship (or Common-Law Partner)	F0	1 y	\$\$
IMM	SUV	Start-up Visa	F0	1 y	\$\$\$
IMM	QIIP	Quebec Investor	F3		\$\$\$\$
VIS	STP	Study Permit	F0	3 m	\$\$
VIS	TRV	Temporary Resident Visas (Visitor Visas)	F0	3 m	\$
IMM	FSTUP	Federal Start-Up Visas	F1		\$\$\$\$
IMM	QSW	Quebec Skilled Worker	F1		\$\$
VIS	FWP	Federal Work Permit	F1		\$\$
MIS	STP-ML	Study permit (Malaysia)	F1		\$
IMM	PR	Permanent Residence Cards	F2		\$
IMM	QSW	Quebec Skilled Worker	F2		\$\$
MIS	CTZ	Citizenship	F2		\$
VIS	PGWP	Post-Graduation Work Permits (PGWP)	F2		\$
VIS	STPQC	Quebec Study Permit	F2		\$\$
VIS	FWP-EXT	Work permit (Extension)	F2		\$
VIS	STP-EXT	Study permit (Extension)	F2		\$
VIS	TRV-EXT	TRV (Extension)	F2		\$
IMM	CEC	Canadian Experience Class (CEC)	F3		\$\$
IMM	FINV	Federal Investor	F3		\$\$\$\$
IMM	PEQ	Quebec Experience (PEQ)	F3		\$\$
IMM	PNP	Provincial Nomination	F3		\$\$\$\$\$
IMM	VCINV	Investor Venture Capital	F3		\$\$\$\$
VIS	TTD	Temporary Travel Document	F3		\$