COMPANY'S HANDBOOK

NETNAZAR

Contents

Introduction

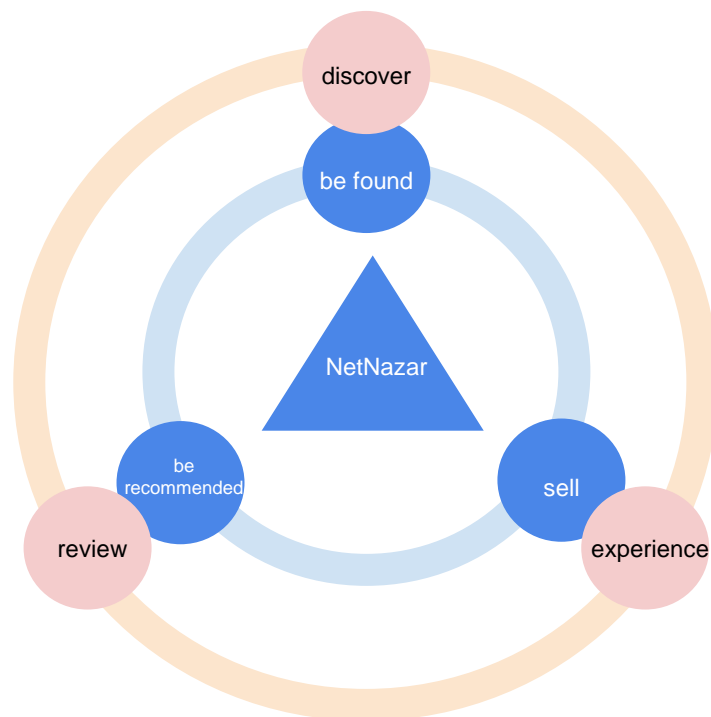netnazar.com
fb.com/netnazar
instagram.com/netnazar
aparat.com/netnazar

About NetNazar

Founded in 2013, NetNazar is Iran's most comprehensive local business directory with integrated social media features.

NetNazar is a place wherein a person can discover, experience, and review all types of businesses. On the other hand businesses can be found easily, sell their products and services, and be recommended.
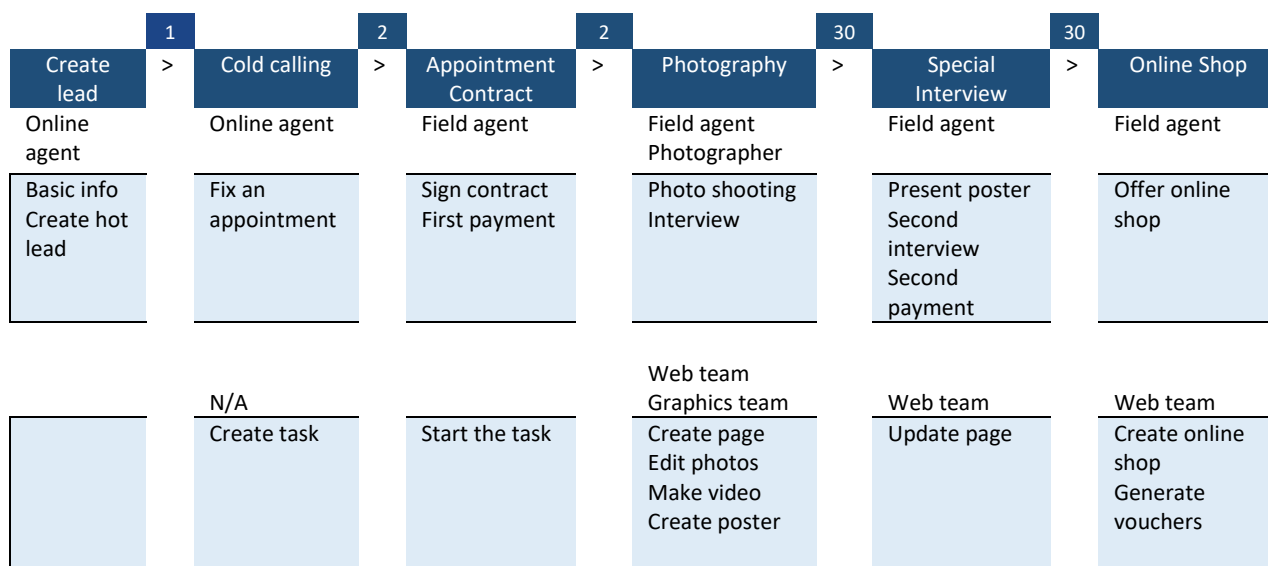
Ranging from restaurants to hair stylists, and from car dealers to medical doctors and lawyers, all businesses and services are just a click away. The current geographical focus of NetNazar is Tehran, Iran. However, it has a global vision on how a business can be found in any city, or town. NetNazar makes it easy for the users to find the right businesses that they need. It helps users contact the businesses and get a request, offer a proposal, or make an inquiry. It helps them to call the companies and it will also show them the opening time to find the right time to call.

Vision and mission

When Hamed Farhadian, NetNazar's founder, travelled to Iran to go to a friend's wedding, he was not aware that this experience would lead him to create a revolutionary online directory in his home country.

Sales Process

	1		2		2		30		30	
Create lead	>	Cold calling	>	Appointment Contract	>	Photography	>	Special Interview	>	Online Shop

Online agent	Online agent	Field agent	Field agent Photographer	Field agent	Field agent
Basic info Create hot lead	Fix an appointment	Sign contract First payment	Photo shooting Interview	Present poster Second interview Second payment	Offer online shop

	N/A		Web team Graphics team	Web team	Web team
	Create task	Start the task	Create page Edit photos Make video Create poster	Update page	Create online shop Generate vouchers

Basic information

The first step is entering basic information for the possible leads in the CRM spreadsheet for the month. This information can be usually found in online sources and there is no need to make telephone inquiries.

This information can be imported to WordPress. Hence, a great deal of attention to details shall be paid when entering this data.

You may try following sources to find the information needed:

> fidilio.com
> icoff.ee
> bartarinha.com
> kala.bartarinha.com
> avval.ir
> netbarg.com
> dabi.ir

This basic information might be also found in official websites or social media pages for the business.

G	H	I	J	K	L	M
Basic Info	Basic Info	Basic Info	Basic Info	Basic Info	Basic Info	Basic Info
Name (FARSI)	Industry (Farsi)	Address (FARSI)	Landline Phone Number	Area (FARSI)	Landline 2nd Phone Number	Contact Person (FARSI)
رستوران دوئت	رستوران	تهران، خیابان آزادی، خیابان نیایش، پلاک ۹۲، طبقه دوم، واحد۱	021-98888882	آزادی	021-98888883	حامد فرهادیان

Cold calling

- Find general information about the business
- Conduct a brief research and try to find the manager or the decision making person