

# Immigration Practice: Essential Strategies for Beginners

Al Parsai, LLM, RCIC-IRB

Mar 25, 2023

Global School of Corporate Excellence

Parsai Immigration Services



**Parsai**  **Services**  
**Immigration**

# Agenda – Day 1

- Guidelines on consultation fees
- Marketing and client acquisition strategies
- Client Journey (from intake to outcome)
- Partnerships with recruiters and other professionals
- Freelancing for another company: commissions, contracts, and considerations
- Q&A

# Agenda – Day 2

- Client accounts and relationship management
- Co-counselling: how to approach and work with other RCICs
- How to create a comprehensive service agreement
- Working with agents: pros, cons, and considerations
- Best Practices for RCICs
- Q&A

# About the Presenter

---

AI (Alireza) Parsai, BSc, MA, LLM, RCIC-IRB

---

Licensed since Jan 17, 2011

---

Parsai Immigration Services (a B Corp) – downtown Toronto @ Sheraton Centre Toronto

---

Adjunct Professor @ Queen's University (Law School) since 2022

---

Ashton College Instructor since October 2016

---

Clients from 55+ countries

---

Author – 88 Tips on Immigration to Canada

---

Author – 1500+ articles and blog posts on the subject of immigration

---

Instructor - CPD courses approved by ICCRC, CICC and some law societies

---

# Housekeeping

- This course is for you. Interrupt me and ask questions at any time.
- Breaks?
- If you get bored, ask a question. 😊
- My opinion is not a rule.



# Consultation Fees

- Region
- Competition

# Marketing and client acquisition strategies

- Know your strengths and weaknesses
- Keeping up-to-date
- Some approaches:
  - Referrals (friends, family, fans, former clients)
  - Volunteering
  - Websites
  - Social media
  - Videos
  - Seminars and webinars
  - Local publications
  - Community centres
- Ethnicity and getting clients

# Blue Ocean Strategy – GPT recommendations!

- Incorporating Blue Ocean strategies into a consulting firm in Canada involves identifying untapped markets, creating value innovation, and differentiating your services from the competition. Here are some steps to help you apply Blue Ocean strategies to your consulting firm:
  1. **Assess the current market landscape:** Analyze the consulting industry in Canada and identify the prevalent competitive factors. Understand the needs and pain points of existing and potential clients. This will help you identify gaps and opportunities in the market.
  2. **Identify potential blue oceans:** Explore new markets or sub-segments within the consulting industry that may be underserved or overlooked. This could include niche industries, specialized services, or specific geographical areas. Find areas where competition is low and potential for growth is high.



# BOS - continued

- 3. Value innovation:** Develop innovative solutions that cater to the unmet needs of clients in these new markets or sub-segments. Aim to create value for clients by offering services that provide a unique combination of low cost, high quality, and customized solutions.
- 4. Break the value-cost trade-off:** Strive to offer services that provide both superior value and affordability. This will require a re-evaluation of your current service offerings, pricing models, and business processes. Look for ways to streamline operations, cut costs, and improve efficiencies without compromising on quality.
- 5. Build a compelling brand and messaging:** Differentiate your consulting firm from the competition through a unique brand identity and messaging. Communicate the value of your innovative services and the benefits they provide to clients. Your marketing and communication strategies should focus on the distinctive advantages of your services.

# BOS - continued

6. **Leverage strategic partnerships:** Establish strategic partnerships with other companies, organizations, or professionals that can complement your consulting services. These partnerships can help you expand your offerings, increase your reach, and provide additional value to your clients.
  7. **Continuously evolve and adapt:** The business landscape is constantly changing, and your consulting firm needs to adapt to stay relevant. Regularly review your strategies and be open to new ideas and opportunities. Continuously refine your service offerings, processes, and strategies to maintain a competitive edge and keep your consulting firm in the Blue Ocean.
- Remember, Blue Ocean strategies are about creating new market spaces, rather than competing head-to-head with established rivals. By following these steps, you can incorporate Blue Ocean strategies into your consulting firm and differentiate yourself from the competition in the Canadian market.

# Client Journey

- Intake (initial consultation, fee?)
- Filling out the forms
- Communicating with the client
- Submission letter (why and how)
- Submitting the application
- Representing the clients
- Approvals
- Refusals

# Managing refusals

- Reconsideration
- ATIP request
- JR
- Applying again

# Partnerships with recruiters and other professionals

- Beware of the new conflict of interest rules
- You are a Canadian firm!
- LinkedIn is fake?
- Talk to your lawyer and accountant
- MOU – Memorandum of Understanding
  - Initial arrangements
  - Financial responsibilities
  - Exit clause

# Freelancing for another company: commissions, contracts, and considerations

- Freelancing
- A learning opportunity
- Paying or receiving commissions
- Exit clause is key

# Q&A

- Don't miss [gsce.ca/cpd](https://gsce.ca/cpd)
- Contact Ayyaz Qamar for course-related questions:
  - Email: [ayyaz@gsce.ca](mailto:ayyaz@gsce.ca)
  - Cell phone: (647) 325-6678
- Visit [settler.ca](https://settler.ca) for news and articles in English and Spanish languages

