



# Canadian Higher Learning Academy

Achieve the Canadian standard.

**Business Development Officer**  
Presentation





Canadian Higher  
Learning Academy

Achieve the Canadian standard.

“Education is the passport to the future, for tomorrow  
belongs to those who prepare for it today.”

**MALCOLM X**

## About Us

**Canadian Higher Learning Academy (CHLA) has been at the forefront of online education and has continuously provided quality education across the globe for the last decade.**

With the vast development in technology over the years, learning is no longer confined to just school campuses and time restrictions. Individuals have the flexibility to learn from anywhere and at any time, which is why CHLA has become popular amongst students across the globe.

CHLA is one of the only institutions certified to issue an **Ontario Secondary School Diploma (OSSD)** to students locally and internationally. With several partner schools located in countries like India, China, Philippines, UAE, North/South America, and Europe to name a few, CHLA has grown to be the go-to online school in Ontario for foreign students.





## Objective

**We aim to educate and prepare all students for their future studies in Canada at the post-secondary level, regardless of age and location.** This is why we structured the programs to be very versatile and flexible for all our students. For example, international students can enter in at the equivalent grade level to their current academic level in their home country.

CHLA also offers the Mature Student Program for individuals over the age of 21 to earn enough high school credits to graduate with an OSSD. This program is open to both domestic students and international students. It is a pathway for migration and plays a vital role for further education and job search in Canada.

An OSSD graduate will be able to easily adapt to Canadian post-secondary schooling and will develop a stronger understanding of the English language, which gives the graduate an advantage when taking the IELTS. Like the local OSSD graduates, foreign OSSD graduates will have easier access, resources and superior guidance to apply for undergraduate programs in universities or colleges throughout Canada as well as other countries.

## Vision & Mission

**Our company vision is to impart knowledge based on the willingness to learn, not geographical confines.** We achieve this by providing education through an online environment. By utilizing an online learning system, students of all ages are given the ability to complete courses and earn Canadian education credits regardless of location.

**Our mission is to unlock each student's potential by creating a student-centered learning environment.** Canadian Higher Learning Academy is an online private high school offering local and international students the opportunity to complete Ontario high school courses and graduate with the Ontario Secondary School Diploma (OSSD), which is recognized by universities worldwide.





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## Guide Overview

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## What is a Business Development Officer?

**Business Development Officers are representatives who have strong ambition and an entrepreneurial spirit.** Their main purpose is to educate targeted groups of the benefits of online schooling and the OSSD and facilitating the student enrolment process.

This is one of the most rewarding and fulfilling roles in our organization because of the flexibility of hours and appealing commission structure. We offer both part-time and full-time capabilities for this position.

BDO's can work towards enrolling students individually and/or tie up with educational institutions in partnership with CHLA. Compensation will be rewarded accordingly as per the volume of enrolment.

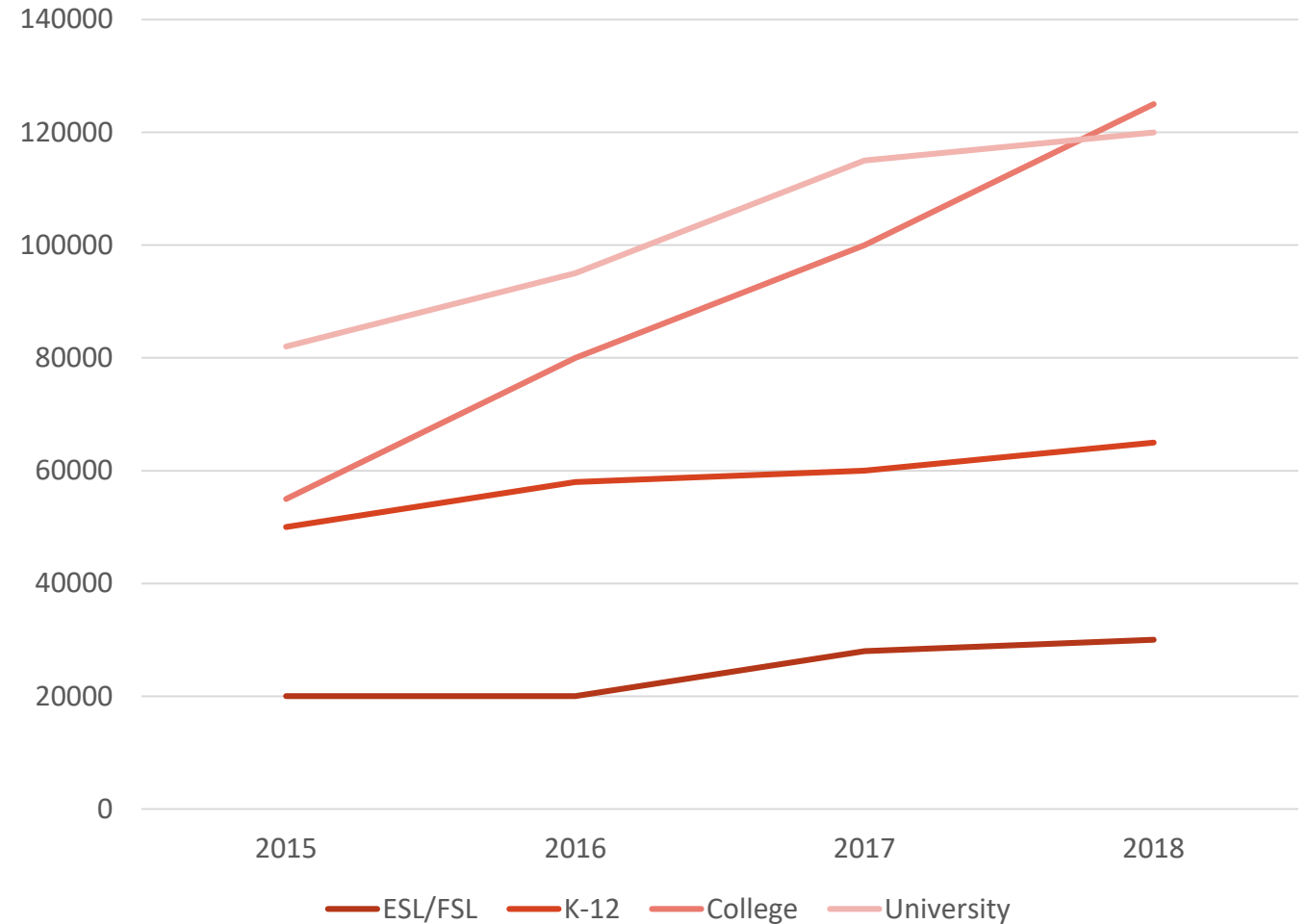
## Why become a BDO?

**Did you know that in 2018, Canada accepted over 720,000 international students?** The Government of Canada has always welcomed international students with opportunities to study, work and settle in Canada.

Canada has recently introduced an **International Education Strategy** that focuses on the acceptance and integration of international students into Canada for the next 5 years. The strategy aims to draw students from around the world to communities across Canada where they can enrol in a wide variety of schools and programs at all educational levels. (Figure 1)

**The new strategy builds on the attributes that make Canada a powerhouse in international education:** strong schools and programs of study in English; peaceful, welcoming and diverse communities; an enviable quality of life; opportunities to work and start careers; and pathways to permanent residency.

**Figure 1: Canada –**  
Number of study permit holders by study level and by year in which permit(s) became effective





## Why become a BDO?

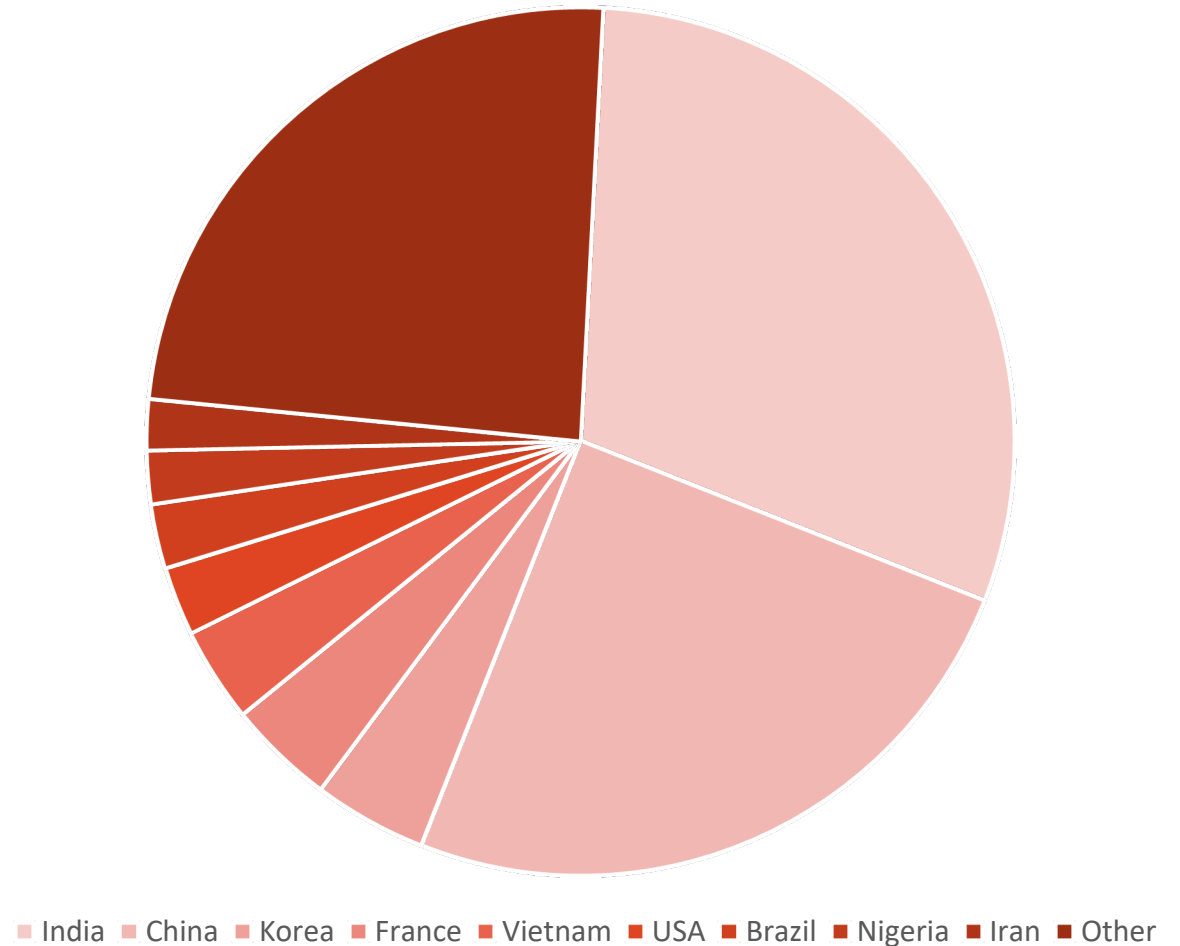
In this year alone, Canada has accepted **over half a million** international students from all over the world with their biggest markets being India and China. (Figure 2)

However, before students can enjoy the Canadian lifestyle, their education must meet Canadian requirements. Meeting the Canadian standard can be hard in overseas schooling without proper ties or insight to the Canadian curriculum.

Online schooling has bridged that gap. By making the Canadian curriculum accessible to students overseas, students can now learn courses that meet the Canadian standard at the comfort of their own home.

**Canada is heavily embracing international education and students with open arms and now is the time to capitalize on this opportunity to market student enrolment.**

**Figure 2: Canada –** Study permit holders with valid permit as of December 31, 2018, by country of citizenship.





## Brief Overview

Students will be able to enrol into the program from anywhere between grades 9 to 12. They have the comfort and **ability to register and enrol at any time of the year** and complete the Ontario Secondary School Diploma (OSSD) from their home country.

The key benefit of this program is that the student will be **eligible to apply to universities and colleges within Canada as well as other universities** (Australia, New Zealand & UK etc.) worldwide with a Canadian high school diploma. The credibility automatically increases amongst universities, colleges, and immigration authorities once a student possess the OSSD.

**As a potential BDO, your job would be to educate students on these benefits and help them visualize a life in Canada.** Training will be provided in detail via in-person or video about the OSSD program as well as our online platform, which shall enable you to successfully enrol the student in their desired program.

The BDO is required to ensure and educate the prospective student on the system requirements needed to run the online program. These include the following:

- Computer/Tablet/Laptop
- Uninterrupted and consistent power supply
- Consistent and accessible Wi-Fi
- Access to a printer

# Pitching Strategy

Let's break the selling strategy down. Online education is foreign to a lot of countries, and marketing it requires a different approach. Keep in mind that you do not need sales experience to do this effectively and successfully.

Here are some selling tips:

- **There is no such thing as “cold calling” in education.**

Increasingly, for-profit institutions are actively selling education and it directly influences how other institutions recruit students. Higher education is becoming a business and we must apply commercial practices in our daily operations and interaction with our students on a one-to-one basis.

- **Proactively responding to inquiries and applications increase lead generation and sales retention.**

In a report conducted by StudyPortals, it is noted that 20% of the world's top 500 universities did not respond to student inquiries at all and that 68% of the remaining institutions that did reply, never sent a follow-up email to their prospective students. Hence prompt follow-up is a must.

- **Education is a service.**

Treat education as you would any other service. Find out your prospect's needs and offer solutions that our "service" can help alleviate.

At the end of the day, the best way to sell a service is to **Be The Product**. You need to embody reliability and trust-worthiness and instill those traits into your prospects.





## 7 Step guide for student enrolment in to CHLA

This guide has been created to help you with the enrollment process for the initial admission of students into CHLA.

Please follow the steps below:

### First Step. Collect information + Pay fee

Fill out the appropriate enrollment form and send in the following student documentation:

1. Passport copy
2. High school transcript

Once documents are collected, student must pay the \$100 registration fee.

### Step 2. Verify information

Please verify that all the information provided matches their official documents. Also verify that the student falls within the acceptable criteria of CHLA standards.

### Step 3. Submit information

Submit the admission documents to [admissions@chlacademy.ca](mailto:admissions@chlacademy.ca)  
Once processed, they'll receive a conformation email from the academy.

### Step 4. Pay the interview fee

After the student has received the conformation form us, they have to pay \$150 interview and equivalency fee.

### Step 5. Meet the councilor

CHLA will review and conduct the PLAR (Prior Learning Assessment & Recognition) process for them. This will help them choose the courses they have to take with us to receive the diploma. After that, a list of meeting schedule will be sent to them, to speak with a councilor at CHLA.

### Step 6. Skype interview + Test

The interview on Skype will be recorded and after that, an English assessment test will be conducted through our Moodle platform. The student login will also be provided.

### Last Step. Letter of Acceptance Issuance

After they pass the interview and the English assessment, the final letter of acceptance will be issued by CHLA.

... and they are all set to start their online program!

# Student Benefits

It is very important to note that a study permit is **NOT** required for international students to attend CHLA online. That is your main selling point when meeting with future leads and prospects.



## Applications to Canadian Universities/Colleges.

Students are given the opportunity to apply to universities and colleges in Canada directly as an **Ontario student**. This is a major selling point. As soon as a student enrolls in our school, they will become a student of Ontario. An international student with a Canadian high school diploma applying to a Canadian University or College is **processed differently** than a regular international student.



## IELTS/TOEFL Exemption

The IELTS/ TOEFL exams can be quite challenging for some students to score the minimum band required for Canadian immigration. Most community colleges and a few universities in Canada **accept international students without IELTS/TOEFL exam** if they have an Ontario Secondary School Diploma (OSSD).



## Western Power

Possessing a Canadian high school diploma holds a stronger value in the education community, not just in North America but worldwide. Students graduating from CHLA are able to **apply to undergraduate programs around the world as an Ontario student**.



## Dual Diploma

Students benefit in completing a Dual diploma. This option is best suited for students who would like to pursue an undergraduate degree in their home country. Hence the students **achieve their local high school diploma as well as the Ontario Secondary School Diploma (OSSD)**.

# Marketing Materials

You will be provided with the following:



Brochures as PDFs



All CHLA Templates



CHLA Media



CHLA Graphics



Moodle Tutorials



PDFs of all documents

## Printing

Hard copies of all documents and materials are not provided. All physical marketing materials can be printed and distributed, but at your expense. This includes all brochures, literature, etc.

## Advertisement/Sign Work

Prior written approval from CHLA is required in order to advertise both social media as well as print media.

## Custom Marketing Strategy

Any custom marketing strategy/material shall first be approved by CHLA prior to advertising to the public.





## Fee Structure and Commissions

### **CHLA Program Fee**

The fee structure of our programs changes constantly depending on the Canadian education market. You will be notified, and a written communication will be sent to you regarding any price changes, or promotions well in advance. You will be required to notify the student of any changes.

### **Commission Break Down**

Commission pay outs for each program shall be established at the signing of the contract between CHLA and the local BDO. Commission rates are based on the volume of students enrolled by an individual BDO.



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Thank you for your time.