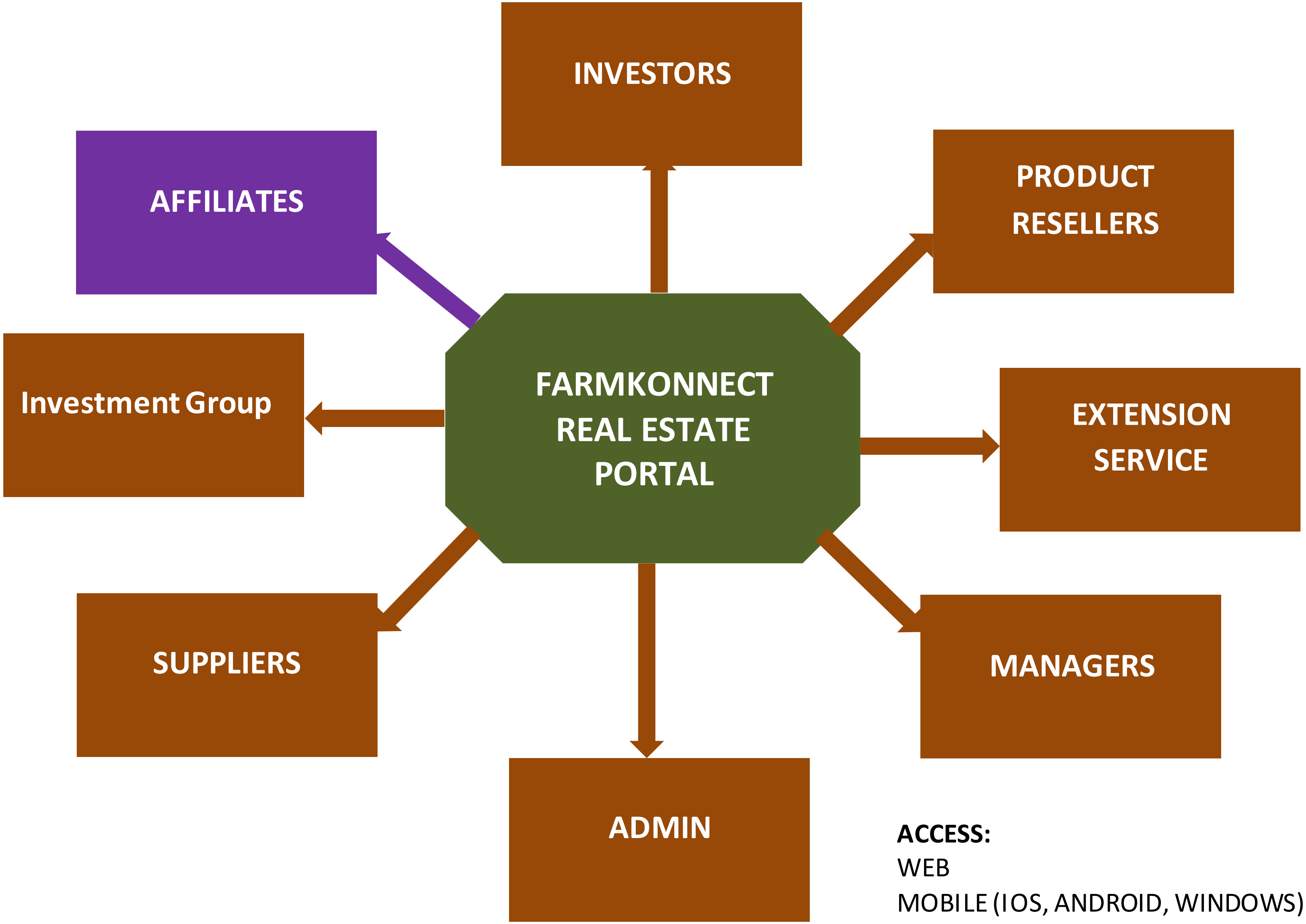
AGRICULTURAL REAL ESTATE PORTAL
THE AFFILIATE

GUIDE TO THE DEVELOPMENT OF THE REAL ESTATE MANAGEMENT PORTAL

OCTOBER 2019



ACCESS:
WEB
MOBILE (IOS, ANDROID, WINDOWS)

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AFFILIATE'S END

THE AFFILIATE		
Description	**Features**	**Remarks**
This is the interphase from where the affiliate interacts with the company and its business. • To become an affiliate, the person must first of all be a user and from his user account, he can apply to become an affiliate. • Login to platform normally. Using the same parameters as the user account. • Or simply switch to the affiliate dashboard from his user account. Remember that every user is an affiliate.	**Affiliates**: There are three types of affiliate as follows: 1. **The Basic Affiliate.** 2. **The Blue Affiliate.** 3. **The White Affiliate.** **The Basic Affiliate** is any user in FarmKonnect. Every User of FarmKonnect's app can refer a person with its referral link and help in closing the deals. In this case, the affiliate gets a rebate for the closed deal. **The Blue Affiliate**: The Blue Affiliate is the person that has applied with the link in his account to become an affiliate of the Company. The blue affiliates receive rebates, commission and bonuses for sales made. He owes the company the responsibility to introduce leads and close the deals with the leads. The affiliate commission is only paid on closed deals not just leads and prospects. The blue affiliates have set sales target set by the Affiliate Manager.	The affiliate can either log in directly to the affiliate part of its account or simply switch through the user account. While we have app.farmkonnectng.com for the user we may have App.farmkonnectng.com/affiliate You can put a graphical representation of investments, earning curves. Investors can chose to become affiliate, in which case, the affiliate links and functionality appear in their menus. Admin should have just a button to approve affiliate links to Investors. Investors will have referral links, but they are not affiliates, unless they apply to be and get approval

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	The White Affiliate: The White Affiliate is a person who has all the privileges of the Blue Affiliate, and a higher privilege of being able to set up investment groups, have a marketing group and operate a semi-autonomous business in FarmKonnect's Business. Depending on business situation, he can also get Rebates, Commissions and Bonuses.	Please note that all bonuses and commissions will be paid into the wallet, either manually or automatically, therefore there is the need to have a statement of account, (which is also exportable to pdf, by the investor), log of all bonuses and commissions.
	Rebates: The rebate is the cash back issued to an affiliate for referring someone to the business and taking action towards converting leads to investors. Rebates are paid after a conversion is successful. **Commission**: Commissions are paid to affiliates that are authorised to market for FarmKonnect, commissions are paid only after the affiliates have met its sales target over the set period. **Bonus**: Bonus is given to an affiliate every cycle of production that its referred client is in FarmKonnect. Bonus is paid after every production cycle for as long as the client has a business with FarmKonnect.	Rebates are to be paid to the affiliates for introducing a lead and meeting certain parameters: - Introduced. - Made Prospect. - Converted. When the three criteria are met, the rebate is paid. Commission: This is paid when the following criteria are met: - Introduced. - Made Prospect. - Converted. - Met target for the set period.

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NAVIGATION MENU **Switch to user dashboard** **Affiliate Dash Board** ▪ **My Referrals**. - Refer Someone. - My Leads. - My Prospects. - My Referrals. - Claim Referrals. - Follow up Broad Cast. ▪ Create an Investment Group. ▪ Create a Team. ▪ My Referral Link. **My Wallet.** ▪ Credit Wallet. ▪ Make Withdrawal. ▪ Withdrawal Requests. ▪ Transaction History. ▪ My Commissions. ▪ My Bonus. ▪ Transfer Funds. ▪ (De)/Activate Funds Transfer.	**Switch to user Dashboard**: Enables the affiliate to switch back to its user dash board. **Affiliate Dash Board**: Takes the affiliate back to his affiliate dashboard. **My Wallet** and associated menus. **My Profile**, Others will be made accessible to the affiliate. We can either have them available in the affiliate portal or have the affiliate switch to user portal in order to use them, but overall, the menus must be available. Form profile, the user can set its currencies and pay. *Please, advise on this.*	Pre-set follow up emails. Notifications and promptings.

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My Profile.

- See My Profile.
- Edit Profile.
- My Documents.
    - Upload Document.
    - View Uploaded Documents.
    - View My Documents.
- Upload Document.
- Verify Account.
- Refer Someone.
- Access Card.
    - My Access Card.
    - Request New Access Card.
    - Deactivate Access Card.

Others.

- Notifications
    - Alerts.
    - Updates.
    - Blogs.
    - Newsletter
    - Updates
- Chat with us. (in-app chat).
- Contact Us (Dialler in mobile

Now to the Affiliate links:

Affiliate Dash Board

The Affiliate Dash Board is the landing pages where the summary of information regarding the affiliate's performance is displayed. The Affiliate Dash Board should have the following information.

My Leads.

This will display the total number of leads the affiliate currently has. The information here is fed in from the contacts the affiliate has reached out to. when this is clicked, it will lead to ***My Leads*** page.

My Prospects.

This will display the total number of Prospect the affiliate currently has. The information here is fed in from the leads that the affiliate has reached out to. when this is clicked, it will lead to ***My Prospects*** page

My Referrals.

This will display the total number of prospects the affiliate has been able to convert into a client (referrals). The information here simply lists out the

The dashboard should have a pi-chart showing total number reached out to, % leads, % prospects, % referrals.

Generating Lead.

In order to generate lead, the affiliate clicks on refer someone, the referral form pops up, which enables the affiliate to fill in the Name, Phone and email address of the lead. This enables the affiliate to click a single button to share a default invitation message or email to the lead. Both messages will carry the affiliate link and some information on the benefits of the projects. the system automatically creates a log of the leads and this will be available for view under "**My Leads**" Also, the Affiliate Manager, CRM will also be able to see the list. At the end of the week, this will be part of the report.

When the affiliate refers a person, an

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app, Show a form with details of inquiry.)	clients that have converted by making an investment. When clicked, it will lead to ***My Referrals*** page. Total Referrals. He should be able to click this link and see the list of all his referrals and their date of referral, date of investment, statuses as: **Lead** – Every referral becomes a lead to the marketers, and therefore appears as lead to referrer. **Prospect** – This is changed manually by CRM from its own dashboard to mark potential clients. **Lost**- If the lead backs out of the offers and deals. **Active**: When the referred account gets an active investment, the status automatically changes to active on the affiliate Dashboard. inactive.	email should be generated to the CRM and Marketing department telling them about the referral. How does a client move from lead to prospect to client? A lead can be upgraded to a prospect by the affiliate himself or by the CRM when he is beginning to see interests. The lead or prospect automatically changes to referrals when the lead or prospects make the first investment. The Affiliate should be able to see details of its referrals, such as Name, email, phone number, Investments packages. (Details of investment will not be disclosed, only the list of packages subscribed to will be on the detail page. This is accessible to SA, CRM, Affiliate

	My Commission. This displays the amount of commission the affiliate has received based on its sales. This will be hyperlinked to the ***My Commission*** page where the log of all commissions received, is detailed in a table. The data contained shall include: - Amount. - Date and Time. - Referral (Name of the client referred). The page will also show the graphical representation of the commission earning over set period. Which the affiliate can set to ***Month, Quarter, Year, Overall***. **My Rebate**. This displays the amount of Rebates the affiliate has received based on its sales. This will be hyperlinked to the ***My Rebate*** page where the log of all Rebates received, is detailed in a table. The data contained shall include: - Amount. - Date and Time.	Manager, and Affiliate. The affiliate Manager should be able to see at the back end the list of all leads, prospects and referrals for all affiliates, and also, may filter down to a particular affiliate. Rebates, Commissions and Bonuses will show on the dashboards and respective pages so that the affiliate can see them. They will not be credited automatically to the wallet. The affiliate will need to click on "***move to Wallet"*** either on its dashboard link, or on the page in order to move the rebate, commission or bonus to the wallet. This is why the activity logs of wallet, commissions, rebates, and bonuses will differ. Each must have its logs and record system to show detailed breakdown of activities.

	- Referral (Name of the client referred). The page will also show the graphical representation of the rebates' earning over set period. Which the affiliate can set to ***Month, Quarter, Year, Overall***. **My Bonus**. This displays the amount of bonus the affiliate has received based on its sales. This will be hyperlinked to the ***My Bonuses*** page where the log of all Bonus received, is detailed in a table. The data contained shall include: - Amount. - Date and Time. - Referral (Name of the client referred). The page will also show the graphical representation of the Bonus earning over set period. Which the affiliate can set to ***Month, Quarter, Year, Overall***. **My Products** This indicates the products that the affiliate is interested in selling and which he has chosen. **My Target**. There are no targets for the Basic affiliate. The blue affiliate has target that he is expected to	The affiliate dashboard should also show information about the group and so on. The affiliate will have the privilege to choose the product he wishes to promote; This will be registered in his profile. Therefore, an affiliate can market multiple products.

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	meet. This will be set from the backend by the Affiliate Manager; therefore, the affiliate will be able to view it from his dashboard. And as he converts more referrals, the sales made will be marked against the target in a pi-chart system. (Monthly, Quarterly, Annual). To view his target and its own performances, the affiliate can set the targets to the period he wants to see, whether monthly, Quarterly or Annually. It is the role of the Affiliate Manager or the Super Admin to set targets for the affiliates. The target should have a graphical representation that will enable the see in one view the graphical representation of its performance as it relates to the target given. On the dash board, it will only list the targets for each product. Targets rollover is also possible, in the sense that	The affiliate has the right to choose the products he is willing to promote. Therefore, on ***My Target*** page, the target for each product, the status of sales, pi-chart or bar chats of sales and target will all give details of how the affiliate is meeting up with their obligations. When an affiliate is not meeting its target, he will received an automated warning email notifying him that he is underperforming and stand the chance of losing his right. So also will the same warning email be sent to the Affiliate Manager notifying him about the underperforming affiliates? The Affiliate marketer has the privilege to set the start date for the affiliate, i.e. when his time starts to count. If this is not done, the system, utilizes the

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	when an affiliate overshoots it target, he will be paid all his commissions and the excess targets met can be spread over a maximum of three months. In this case, the affiliate will be paid all commissions and marked as meeting his targets. Remember that commissions are paid only when targets are met. Unmet target cannot be rolled over. In that when the affiliate does not meet a target for the month, he cannot roll over the sale of one month to the following month, unmet targets will be reset to zero at the end of every time period.	approval date by default. The SA and Affiliate Manager can also chose to activate unmet target erasure or deactivate it. Make excellent use of charts, graphs and curve to give graphical presentation of the affiliate activities everywhere it is possible to use. THIS IS IMPORTANT.
	Others. **Chat with us**. (in-app chat) this enables the user to chat directly with FarmKonnect in-app without having to use other apps. **Contact Us** (Dialler in mobile app, Show a form with details of inquiry.) This will contain a field or two for the user to be able to send a mail to FarmKonnect. Another link in here will simply use the user's mobile phone to call straight to FarmKonnect. Just like Uber does.	

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The Menus		
My Referrals.	This includes all the menus that can help the affiliate assess his performance regarding referrals. While these individual links are here, they should enable the affiliate to: Filter: Search: Take bulk actions, like send follow up to all categories at once. Using mails or whatApp.	
- Refer Someone.	This links to the page where the affiliate can simply fill in the details one a person or persons to send a default invitation message, or given the opportunity to edit the message before sending. In this regards, he is able to send messages to one or more persons using email system, WhatsApp, and other social media that can be integrate.	
- My Leads.	This leads to the page where the log of the lead is. “MY LEAD” page should display as a graph on top, showing the number of leads, percentage converted, to prospects, referrals, lost or still remaining as leads. Pi-chart can handle this well. Below it will be the table showing the list of all leads and their status. Status shall include but not limited to: leads, prospect, active, Lost. The column in this page shall be: Serial Number, Lead (Surname and Name), email, Phone, Status (lead, prospects, Lost, referral). There should be buttons in front to enable the affiliate contact them as follows. **Lead**: Re-invite lead (when clicked, this enables the affiliate send default or custom messages to the lead, trying to spike their interests) **Prospect**: follow up on prospect. (when clicked, this enables the affiliate send default or custom messages to the prospect cajoling him to take action immediately.) **Lost**: Reactivate connection. This when clicked, is to renew discussion with the assumed lost	

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	contact. **Active**: Contact. This will be a default or custom message to the clients thanking them for their interest.
- My Prospects.	The affiliate or the Affiliate Manager would be able to manually upgrade a lead to prospect. When a lead becomes a prospect, his details will still show on the lead page, but with status upgraded to prospect. However, on the prospect page, his details will appear. When he is converted (i.e makes an investment) his details disappear from prospects list automatically and appear under my referrals.
- My Referrals.	This shows the list of the affiliate's referrals that have made investments with FarmKonnect. There will be 2 categories of them, The Active: The active is the one that has active investment. The inactive: The one without any active investment. This page will also show tables of referrals with details as follows. Full Name, email, phone, types of packages bought (Not details of packages), a link to send them a message using in-app chat, mails, or whatsApp.
- Claim Referrals.	Sometime, referrals may not use the referrer's link to set up account, in this case, the affiliate may want to claim his referral back, and this enables the affiliate to do so. Therefore, the affiliate clicks a button here, and puts the parameters of the referrals he want to claim. Parameters shall be: Names, email and phone number. if company is able to confirm that the referral was from the affiliate, then the Affiliate Manager, simply assigns the referral to the affiliate from backend.
- Follow up Broad Cast.	This is a broadcast link that allows the affiliate to send default or custom mails to its leads, prospects, lost contacts, active referrals or inactive referrals. He can choose to send mail to all, or to a category of people. The mail can be default or custom.

	From this end, he can also activate automated follow up emails to the contact.
Group and Teams	
Create an Investment Group (Available only to the White Affiliate)	An affiliate may be able to setup a group of investors on which he has certain control. This is how this works. The white affiliate can have a partnership agreement with FarmKonnect on how much he wishes to invest in the Company, and he also has agreement with his clients on how much he will pay them, he can then allow his group to make investments through him by forming them into group on FarmKonnect's portal and decide their rewards system. For example. Mr Tayo is a White Affiliate, he has a group of 20 men who want to invest, assuming each of them is to give him 100,000 Naira for 20,000 annually, that is 20%, he can discuss with FarmKonnect that he wishes to invest 2,000,000 Naira and earn 250,000 Naira annually (25%) or he can even use the existing packages of FarmKonnect, but pay his group lower. In this case, he will have the ability to set up a group. After setting the group, he is able to assign the amount to be paid to each of the group members, either equally or manually. Then the system will identify the group's investment as a collective investment, therefore when it is time to remit profit, it will be automatically distributed as shared by the group founder (White Affiliate.) The White affiliate also has all the privileges of the Blue Affiliate. The white affiliate pays to become a White Affiliate. Every investment group has a group invite, which will automatically register a user and add

	him to the group. Anybody can apply to become a White Affiliate. The White Affiliate Packages will also be listed in another tab under the packages. The White Affiliate will have a private/personal landing page for its products where interested persons can buy its packages. A White Affiliate's referral link will automatically register a user and add him to the White Affiliate's Investments Group. If the White Affiliate has multiple investment groups, the new user will have option to join either of or all of the Investment groups. A member of a group can only see the packages created by its group starter. He will not be able to see FarmKonnect's Packages or other Affiliates' Packages. However, he can also see the list of groups and decide to join them. White Affiliate cannot create more than 10 groups at a time. Group member do not have to create investments at the same time, the investments can be continuous and independent of group members. The group founder has the liberty to set the referral benefits for the products he has listed.
Join A Group	This link allows any user to join an investment group. So a user is able to be part of an investment group. Only members of an investment group can buy an investment package from

	a group. All users will be able to see only FarmKonnect's packages and the list of investment groups available. When they join an investment group, they will only be able to see the packages in the groups they are part of. A member of a group can only see the packages created by its group starter. He will not be able to see FarmKonnect's Packages or other Affiliates' Packages. However, he can also see the list of groups and decide to join them. If they are part of multiple groups, they will be able to see the products of the multiple groups. No one should be able to join more than three active groups at a time. There is no limit to the number of investments made in a group. Leaving a group will deactivate existing investments in the group, and make all deductions if necessary before crediting the user's wallet with its money or balance. If a user is referred by another affiliate, the referral benefits will continue to go to his referrer, not to the group founder. Referral benefits are tied to the person who actually referred the user. Members of a group can market the product of their group for referral benefits.

My Group	This lists out all the groups that a user is a member of. From the page, he will be able to click on each of the group to see the details of the group and its activities in the group.
Exit Group	This link will enable the user to leave an investment group. Once a user leaves an investment group, all his investment under that group will be liquidated. The White Affiliate, The Affiliate Manager or the Super Admin will have to approve the exit of a group before it takes effect.
Create a Team (Available only to the White Affiliate)	A white Affiliate can also create a team for the sake of Marketing. The White Affiliate can set up new affiliate team who can market together. User can be a member of up to three teams. Members of a team can only market the products of
Join a Team	
My Team	This lists out all the teams that a user is a member of. From the page, he will be able to click on each of the group to see the details of the group and its activities in the group.
My Referral Link:	This can be displayed below the dash board so that the affiliate can copy it. The link can also be share through social media and mails.

Work Flow

Activity	Process	Remarks
Affiliate Dash Board	When logged in to the affiliate portal, the first landing place is the Affiliate Dashboard. This is the page where the Affiliate can see the summary of its account.	.

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▪ **My Referrals**. - Refer Someone. - My Leads.	In order to refer a person, the affiliate clicks on the "Refer Someone" button. This will bring up a form that fields for: Name Phone number and Email addresses. This field should be able to take for up to twenty persons at a go. After the affiliate has filled the details, he will then click the submit button. After clicking the submit button, the system automatically sends invitation emails and whatsApp messages to the contacts. Notification will be sent to: The CRM, Affiliate Manager, Super Admin. The system will also automatically list the contacted person(s) as leads. This list will be available to the Affiliate, Affiliate Manager, SA, CRM The lead is anyone that an affiliate has contacted. The list is automatically updated when an invite is sent out by an affiliate. It may also get updated manually by enabling the affiliate, or CRM or	 .

                    - My Prospects. - My Referrals.	affiliate manager to add a lead to an affiliate. The Affiliate or the CRM can also activate auto follow up messages to the leads. There will be a button in front of the lead that enable him to be upgraded to a prospect or referral or marked Lost. An affiliate or the CRM can manually mark lead as prospect if he see that the lead has shown reasonable level of interest. In the same vein, if a lead displays or declared lack of interest. The affiliate may mark him lost. Any lead, Prospect or lost will automatically become a referral.	

- Claim Referrals.	Claim Referral. An affiliate can claim a referral, if such referral is not already attached to an affiliate. In a situation that an affiliate refers a user, but in the process of registration, somehow the referral did not get attached to the affiliate. Then the affiliate may claim referral, by using the claim referral button. He must know the full name and email and/or phone number of the referrals he intends to claim. After submitting the claim, a notification is sent to : The User being claimed. The Affiliate Manager And the SA. For the claim to be successful, the User must first accept the claim, this will them enable the Affiliate manager to approve the claim. The SA, will be the final approving authority before implementation. When implemented, the User will be notified, the Affiliate, Affiliate Manager, SA will all also be automatically notified.	….

- Follow up Broadcast.	Using mailing system, the affiliate should be able to send bulk follow up mail to his categories of people. He will be able to choose the category of people to send the bulk messages to. The system will auto personalise the messages to the receiver. He can do this follow up messages using emails and if possible whatsApp as well. Such that his prospect can just chat directly with him.	…
▪ My Referral Link. ▪ Group referral Link	This just shows the Affiliates Referral Link. There should be option for the Affiliate to share the link through mail, WhatsApp and other social media. The group referral link works link the referral link, the difference is that the group referral link automatically joins a user who registers through	The difference between the referral link and the group referral link is that referral link will only make the joiner to become a user, and he will have to deliberately join a group. For the group referral link, joining through this link will automatically register the user

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	this link to the particular group. Every group will have its link which can be shared.	and join him to a group. This does not limit the privileges he has as a normal user.
▪ Create an Investment Group.	A white affiliate will have all the privileges of a basic and blue affiliate. In addition, he can form an investment group. The White Affiliate can create up to 10 investments groups at a time. If he has to create more, he must close a group. If a White Affiliate creates a group, and there are investors in the group, he will not be able to deactivate the group until all members of the group exit the group or the Affiliate Manager exits the group members. The deletion of the group members must be approved by the SA before the deletion can take effect. Therefore, if the Affiliate Manager requests to Exit a group member, there will be notification sent to	A user can be a member of up to 10 investment groups. If he belongs to diverse groups, he can make monies from each group. Member of investment groups can only see their group packages into which they can invest. If they want to do other investments that are available, they either exit their groups or create another account without any group. They can still be referred by their affiliate, and they must use different email address.

	the SA and the option for him to decline or approve the exit. If the group has no members, the Affiliate can delete the group without approvals. In the case, notification will be forwarded to: SA, Affiliate Manager, Records, and the Affiliate himself. A White Affiliate can create an investment group in which he has had a pre-agreement with FarmKonnect on returns on investment, he then moves further and creates a business around this by offering lesser ROI to his own group members. When this is done, he will have an interface through which he will determine the amount that each of his groups will collect. He can do this one after the other, of through bulk action, or simply as part of the package setup. This means that the White Affiliate may have a backend/ admin access for creating his own package, editing or deleting them.	

Others. ▪ Notifications - Alerts. - Updates. - Blogs. - Newsletter ▪ Chat with us. (In-app chat). ▪ Contact Us (Dialler in mobile app, Show a form with details of inquiry.)	Alerts, updates, newsletters must be selected from the sender during which he chooses those who receive the message. The receivers will get in-app notifications for all the categories of notifications listed under the menu.
Verification	- Only a verified user can become a blue or white affiliate.
If signed up as affiliate, he should be able to: Refer Someone: Total Referrals. He should be able to click this link and see the list of all his referrals and their date of referral, date of investment, statuses as: **Lead** – Every referral becomes a lead to the marketers, and therefore appears as lead to referrer. **Prospect** – This is changed	The investor can refer other persons simply by filling their names, email, and phone contacts. The referred person gets an email, whatsApp text, (and/or sms). *Check if referrals can be done through other SM such as messenger, FB, Twitters, IG.* When the affiliate refers a person, an email should be generated to the CRM and Marketing department telling them about the referral.

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manually by CRM from its own dashboard to mark potential clients. **Lost**- If the lead backs out of the offers and deals. **Active**: When the referred account gets an active investment, the status automatically changes to active on the affiliate Dashboard. inactive. Total Commissions Earned. Commission should be added to the wallet immediately after referral is successfully converted to client and payment made.	

Reports

This aspect of the portal must be able to generate automated report to the Affiliate. The report will be a weekly, sent based on the database the report shall be:

Subject: Your Affiliate Summary this week Date ddmmyyy to ddmmyyyy

Dear [Name of Affiliate]

This is the summary of your affiliate activities for the week.

Activity Report: Leads, Prospects, Lost and Referrals. This will be in tabular form to summarise the activities.

Your Groups: showing the groups, number of members in each group. Total investment in the group.

There should be a pie-chart showing the comparative percentile of the Activity Report. And a line graph showing historical

performance of the Affiliate with respect to leads, Prospect, Lost and Referrals. So the graph will indicate how each of the elements grows or decline from the history. **Earning this week**: This will indicate the earnings by the Affiliate. The elements of this shall include Rebates, Commission and Bonuses. There will also be an earning pie-chart showing the percentile relationship of earnings this week. There will be a line graph showing the historical earning overtime since inception. The report ends with advice to increase activity to earn more.		

This document can still be updated. This is not the final version.		