

## Prospecting and Lead Generation

Prospecting and lead generation is the method of making links which may lead to a sale or other promising result. The leads may come from various sources or undertakings, for example, via the Internet, through personal referrals, through telephone calls either by telemarketers, through advertisements, events, and purchase of lists of potential clients. These and other events can become more easily managed with this great workshop.

With our Prospecting and Lead Generation workshop, your participants will begin to see how important it is to develop a core set of sales skills. By managing and looking at the way people interact and seeing things in a new light, your participants will improve on almost every aspect of their sales strategy.

### Course Outline:

#### Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

#### Module Two: Prospecting

- Make it a Priority
- Identify Your Ideal Prospect
- Choose Prospecting Methods
- Make it a Habit
- Case Study
- Module Two: Review Questions

#### Module Three: Traditional Marketing Methods

- Cold Calling
- Direct Mail
- Trade Shows
- Networking
- Case Study
- Module Three: Review Questions



#### **Module Four: New Marketing Methods**

- Social Networks
- Search Engine Marketing
- Email Marketing
- Display Advertising
- Case Study
- Module Four: Review Questions

#### **Module Five: Generating New Leads**

- Become a Brand
- Webinars
- Blogs
- Engaging Video
- Case Study
- Module Five: Review Questions

#### **Module Six: Avoid Common Lead Generation Mistakes**

- Limiting Channels
- Failure to Provide Value
- Failure to Connect
- Failure to Try
- Case Study
- Module Six: Review Questions

#### **Module Seven: Educate Prospects**

- Content Creation
- Stand Out from the Competition
- Fill Customer Needs
- Always Deliver on Promises
- Case Study
- Module Seven: Review Questions

#### **Module Eight: The Pipeline**

- Contact
- Meet
- Propose
- Close
- Case Study
- Module Eight: Review Questions

**Module Nine: Follow up Communication**

- Know Your Leads
- Move Quickly
- Know How to Respond
- Set Future Meetings
- Case Study
- Module Nine: Review Questions

**Module Ten: Track Activity**

- Use the Appropriate Tools
- Assess Your Advertising Sources
- Record Information about Leads
- Assess ROI
- Case Study
- Module Ten: Review Questions

**Module Eleven: Create Customers**

- Develop Relationships
- Show Genuine Interest
- Be Professional
- Show Reliability and Integrity
- Case Study
- Module Eleven: Review Questions

**Module Twelve: Wrapping Up**

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations
- Recommended Reading