

Generating Quality Sales Leads

Overview

The purpose of this one-day course is to develop skills for individuals who have to turn prospects into leads. It will review not only the latest prospecting opportunities, but also traditional as well as new and innovative ways of identifying leads for your business.

Is it right for me?

This course is suited to anyone whose role is generating new leads or who is interested in generating new business leads for their company.

What will I learn?

By the end of this course you will be able to:

- Plan a prospect generation campaign
- Generate prospects in your target market
- Turn prospects into high-quality leads
- Understand what technology is available for generating prospects

What will it cover?

Building a Lead Generation Campaign

- Traditional and modern approaches to lead generation
- The power of the Internet and social media for lead generation
- Target marketing and identifying the right approach for you

From Prospect to Lead

- Setting expectations and being honest with yourself
- Engaging prospects in the right way to convert them to genuine leads
- The art of a genuine conversation

Managing Leads and Maximising Opportunities

- Monitoring, managing and following up leads
- Prioritising and identifying “tyre kickers”
- Trust and its role in generating genuine leads