

# Prospecting and Lead Generation Workshop

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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.

## Workshop Objectives:

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- Identify prospects
- Implement both traditional and new marketing methods
- Use the pipeline effectively
- Educate customers
- Track activity and make adjustments as needed



For more information or to reserve your spot in this workshop, please contact:

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