

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.

Workshop Objectives:

- 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:

Joseph (J.J.) Frazier
President
Mastering the Positive, LLC
Phone: (757) 962-7073
Mobile: (757) 952-8340
Visit: www.masteringthepositive.com
Email: jfraziers@cox.net



CLASS CONTENT

Module One: Getting Started

Workshop Objectives

Module Two: Prospecting

Make It a Priority

Identify Your Ideal Prospect

Choose Prospecting Methods

Make It a Habit

Case Study

Module Three: Traditional Marketing

Methods

Cold Calling

Direct Mail

Trade Shows

Networking

Case Study

Module Four: New Marketing Methods

Social Networking

Search Engine Marketing

Email Marketing

Display Advertising

Case Study

Module Five: Generating New Leads

Become a Brand

Webinars

Blogs

Engaging Video

Case Study

Module Six: Avoid Common Lead

Generation Mistakes

Limiting Channels

Failure to Provide Value

Failure to Connect

Failure to Try

Case Study

Module Seven: Educate Prospects

Content Creation

Stand Out from the Competition

Fill Customer Needs

Always Deliver on Promises

Case Study

Module Eight: The Pipeline

Contact

Meet

Propose

Close

Case Study

Module Nine: Follow up Communication

Know Your Leads

Move Quickly

Know How to Respond

Set Future Meetings

Case Study

Module Ten: Track Activity

Use the Appropriate Tools

Assess Your Advertising Sources

Record Information about Leads

Assess ROI

Case Study

Module Eleven: Create Customers

Develop Relationships

Show Genuine Interest

Be Professional

Show Reliability and Integrity

Case Study

Module Twelve: Wrapping Up

Words from the Wise

