



London TDM

Customer Service and Sales Training Courses

Course Venue: United Kingdom - London

Course Date: From 15 February 2026 To 19 February 2026

Course Place: London Paddington

Course Fees: 6,000 USD

Introduction

As businesses increasingly rely on digital platforms to reach potential clients, mastering the art of lead generation and prospecting has become crucial for sales and marketing professionals. This 5-day course is designed to provide comprehensive insights and practical tools for effective lead generation and prospecting strategies, helping participants engage with potential customers more efficiently and close deals faster.

Objectives

- Understand the fundamentals of lead generation and its importance in the sales funnel.
- Learn to identify and develop effective prospecting strategies tailored to specific markets.
- Gain skills in utilizing digital tools and platforms for generating quality leads.
- Enhance customer engagement and conversion rates through targeted communication techniques.
- Develop a sustainable and scalable model for continuous lead generation success.

Course Outlines

Day 1: Understanding Lead Generation Fundamentals

- Introduction to Lead Generation: Importance and Misconceptions
- The Sales Funnel: Stages and the Role of Leads
- Qualifying Leads: MQL vs. SQL
- Building a Lead Generation Plan
- Metrics and KPIs: Measuring Success

Day 2: Prospecting Strategies and Techniques

- Identifying Your Target Market: Tools and Techniques
- Prospecting Methods: Inbound vs. Outbound
- Cold Calling and Email Strategy
- Social Selling: Leveraging LinkedIn and Other Platforms
- Nurturing Prospects: The Follow-up Process

Day 3: Leveraging Technology for Lead Generation

- Utilizing CRM Systems for Prospecting Efficiency
- Automated Tools and Platforms for Lead Nurturing
- Data Analytics: Understanding Customer Behavior
- SEO and Content Marketing for Lead Acquisition
- Integrating AI and Machine Learning into Lead Generation

Day 4: Communication and Engagement

- Crafting Compelling Value Propositions
- Effective Communication Techniques for Engagement
- Personalization in Outreach
- Handling Objections and Rejections

- The Art of Storytelling in Sales

Day 5: Developing a Sustainable Lead Generation Model

- Aligning Sales and Marketing Teams
- Building Strategic Partnerships and Alliances
- Continuous Improvement and Feedback Loops
- Scaling Lead Generation Efforts
- Long-term Strategies for Sustained Growth