



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 15 March 2026 To 19 March 2026

**Course Place:** Royale Chulan Hotel

**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