MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

PROSPECTING FOR LEADS LIKE A PRO

"Boost your sales pipeline by mastering effective prospecting techniques."

Schedule

Date	Venue	Fees
09 Jul 2026	Online	USD 450 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Lead generation is the lifeblood of successful sales. This one-day online course teaches participants how to identify, qualify, and engage prospects effectively, using proven techniques and tools to maximize outreach and fill the sales funnel with high-potential leads.

Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of sales prospecting
- Identify and research potential leads effectively
- Use cold calling, email, and social media outreach with confidence
- Overcome objections and secure meetings
- Build a steady pipeline of qualified prospects

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Why Attend

- Accelerate Sales Pipeline: Learn how to consistently generate leads
- Boost Confidence: Gain scripts and strategies to approach prospects fearlessly
- Leverage Digital Tools: Use LinkedIn and CRM systems to enhance prospecting
- Turn No into Yes: Master techniques for handling objections and follow-up
- Achieve Sales Targets: Strengthen the foundation for closing more deals

Target Audience

This program is designed for:

- Sales representatives and account executives
- Business development managers
- Marketing professionals supporting sales teams
- Entrepreneurs and small business owners
- Anyone responsible for lead generation

Individual Benefits

Key competencies that will be developed include:

- Effective lead research and qualification
- Professional prospecting communication
- Objection handling and persistence
- Building rapport and trust with new contacts
- Personal discipline and follow-up consistency

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased volume of qualified leads
- Stronger outreach processes
- Higher meeting and conversion rates
- Improved alignment between sales and marketing
- Greater achievement of revenue goals

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Interactive Workshops – Hands-on prospecting exercises
- Real-World Case Studies – Learn from top prospecting successes
- Group Activities – Practice cold calling and email writing
- Feedback Sessions – Get direct coaching on your outreach style
- Personal Action Plan – Develop next steps tailored to your sales context

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Course Outline

Training Hours: 9:00 AM – 4:30 PM (Online) **Breaks:** Morning break, lunch, afternoon break

- Understanding the sales funnel and lead stages
- Building ideal customer profiles (ICPs)
- Researching prospects efficiently
- Crafting winning outreach messages
- Managing follow-ups and persistence
- Tracking and measuring prospecting success

Certification

Participants will receive a Certificate of Completion in Lead Prospecting, confirming their readiness to drive new business opportunities effectively.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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