

EFFECTIVE PROSPECTING & LEAD GENERATION TECHNIQUES

"Master the Art of Prospecting to Build a Robust Sales Pipeline!"

Schedule

Date	Venue	Fees (Face-to-Face)
15 - 16 Sep 2026	Doha, Qatar	USD 1995 per delegate

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

Introduction

In sales, success begins with identifying and nurturing the right prospects. This course provides participants with the skills and strategies needed to effectively prospect, generate leads, and convert them into customers. Learn modern lead generation techniques, discover how to build meaningful relationships with potential clients, and develop a system for efficient lead tracking and follow-up. Participants will leave with the tools to create a targeted prospecting strategy, implement it with confidence, and fill their sales pipeline with quality leads that are ready to convert into long-term business.

Objectives

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

- Identify high-quality prospects and build a reliable lead-generation system.
- Utilize various lead-generation techniques across multiple channels.
- Create and execute a strategic prospecting plan.
- Qualify leads effectively to prioritize high-value prospects.
- Implement follow-up strategies to turn leads into clients and increase conversions.

Why Attend

- Gain an in-depth understanding of prospecting and lead-generation strategies that work in today's market.
- Learn how to find and connect with the right prospects to build a sustainable sales pipeline.
- Enhance your ability to qualify and prioritize leads for better conversion rates.
- Discover how to use digital tools and social media platforms for efficient lead generation.
- Learn proven techniques for managing and nurturing leads to drive consistent sales growth.

Target Audience

This program is designed for:

- Sales professionals looking to refine their prospecting and lead-generation skills.
- Business development executives and managers aiming to improve their lead-generation systems.
- Marketing professionals interested in aligning their strategies with sales objectives.
- Entrepreneurs and small business owners wanting to grow their customer base.
- Anyone involved in building relationships with potential clients or customers.

Individual Benefits

Key competencies that will be developed include:

- Expertise in creating and executing effective prospecting and lead-generation strategies.
- Confidence in using various lead-generation tools and techniques across multiple platforms.
- Ability to build a solid sales pipeline through quality leads.
- Skills to prioritize and qualify leads effectively for better sales outcomes.
- Knowledge to leverage digital tools, CRM systems, and social media for efficient lead management.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- A proven system for generating and nurturing leads, contributing to long-term sales growth.
- An improved sales pipeline filled with high-quality prospects.
- Enhanced ability to convert prospects into customers through effective qualification and follow-up.
- Increased collaboration between sales and marketing teams in generating leads and achieving business goals.
- Greater efficiency in prospecting efforts, leading to a higher ROI on sales initiatives.

Instructional Methodology

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

- Strategy Briefings - Key insights on prospecting strategies, lead generation, and qualification methods.
- Case Studies - Real-world examples of successful lead-generation campaigns and techniques.
- Workshops - Practical exercises on creating prospecting plans and lead-nurturing tactics.
- Peer Exchange - Group discussions on challenges and solutions related to lead generation.
- Tools - Introduction to tools for lead generation, CRM management, and analytics.

Course Outline

Detailed 2-Day Course Outline

Training Hours: 9:00 AM – 4:00 PM Daily Format: 3–4 Learning Modules | Coffee Breaks: 10:30 & 12:30 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Prospecting and Lead Generation

- Module 1: Introduction to Prospecting and Lead Generation Techniques
- Module 2: Identifying High-Quality Prospects: Who to Target and Why
- Module 3: Leveraging Digital Tools and Social Media for Lead Generation
- Module 4: Crafting Effective Outreach Strategies and Initial Engagement

Day 2: Converting Leads and Managing the Sales Pipeline

- Module 1: Qualifying Leads: How to Prioritize the Right Opportunities
- Module 2: Creating a Lead-Nurturing Strategy for Maximum Conversion
- Module 3: Using CRM Systems to Track and Manage Leads Effectively
- Module 4: Follow-Up Strategies: Turning Leads into Loyal Clients

Certification

Participants will receive a Certificate of Completion in Effective Prospecting and Lead Generation Techniques, validating their ability to apply proven strategies and tools for generating high-quality leads and driving sales success.

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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