



# Prospecting and Lead Generation

Prospecting and Lead Generation - Online  
Training Course - CPDUK Accredited



Corporate  
Member

The CPD Certification Service



## OVERVIEW

Welcome to The Mandatory Training Group's online Prospecting and Lead Generation training course. All our online training courses, programmes and qualifications are accredited by the CPD Certification Service (CPDUK).

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 activities can become more easily managed with this great workshop.

With our online Prospecting and Lead Generation training course, learners 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, participants will improve on almost every aspect of their sales strategy.

### Prospecting and Lead Generation – E-Learning Course — CPDUK Accredited

- ◆ Study method – Online, self-paced
- ◆ Estimated duration (Indicative CPD hours) – 4 hours
- ◆ Course format – Online (24/7 access)
- ◆ Entry requirements – no prerequisites required
- ◆ Assessment type – Complete end of course assessment (80% needed to pass and gain CPD certificate)
- ◆ Certification/Qualification – Downloadable CPD certificate
- ◆ Cost(s) of assessment and certification – Assessment and certification costs included in the course price
- ◆ Course accreditation – CPD Certification Service (CPDUK)
- ◆ Course access – Part-time (1-year access)
- ◆ Course delivery – via desktop PC/MAC, laptops, tablets or smartphones.

### Who is the course for?

This online Prospecting and Lead Generation training course is suitable for those who want to know about the tried and tested methods of prospecting and lead generation.

### Course aims

With our online Prospecting and Lead Generation training course, you 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, you will improve on almost every aspect of their sales strategy.



## Learning outcomes

The learning outcomes of this online Prospecting and Lead Generation training course are to:

- ◆ Know how to identify prospects
- ◆ Implement both traditional and new marketing methods
- ◆ Use the pipeline effectively
- ◆ Educate customers
- ◆ Track activity and make adjustments as needed.

## What is covered in this course?

This online Prospecting and Lead Generation training course include the following:

### Module 1: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

### Module 2: Prospecting

- Make it a Priority
- Identify Your Ideal Prospect
- Choose Prospecting Methods
- Make it a Habit
- Case Study
- Module Two: Review Questions

### Module 3: Traditional Marketing Methods

- Cold Calling
- Direct Mail
- Trade Shows
- Networking
- Case Study
- Module Three: Review Questions

### Module 4: New Marketing Methods

- Social Networks
- Search Engine Marketing
- Email Marketing
- Display Advertising
- Case Study
- Module Four: Review Questions

### Module 5: Generating New Leads

- Become a Brand
- Webinars
- Blogs
- Engaging Video
- Case Study
- Module Five: Review Questions

### Module 6: Avoid Common Lead Generation Mistakes

- Limiting Channels
- Failure to Provide Value
- Failure to Connect
- Failure to Try
- Case Study
- Module Six: Review Questions

## Module 7: Educate Prospects

- Content Creation
- Stand Out from the Competition
- Fill Customer Needs
- Always Deliver on Promises
- Case Study
- Module Seven: Review Questions

## Module 8: The Pipeline

- Contact
- Meet
- Propose
- Close
- Case Study
- Module Eight: Review Questions

## Module 9: Follow up Communication

- Know Your Leads
- Move Quickly
- Know-How to Respond
- Set Future Meetings
- Case Study
- Module Nine: Review Questions

## Module 10: Track Activity

- Use the Appropriate Tools
- Assess Your Advertising Sources
- Record Information about Leads
- Assess ROI
- Case Study
- Module Ten: Review Questions

## Module 11: Create Customers

- Develop Relationships
- Show Genuine Interest
- Be Professional
- Show Reliability and Integrity
- Case Study
- Module Eleven: Review Questions

## Module 12: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations
- Recommended Reading

## Why is this online Prospecting and Lead Generation training course essential?

The most noticeable difference between sales prospecting and lead generation, which is of great value upon understanding is in terms of their engagement. Leads are characterised by one-way communication, while prospects are characterised by two-way communication.

A lead has reached out to a company– through a form or sign-up and provided their information. Once the company has that information, they enter the lead into their nurturing process, wherein the lead receives communications from the company with hopes of driving further engagement.

More qualified leads may engage with the content. Prospects, on the other hand, are created after a rep contacts a 'sales-ready' lead. To be elevated to the status of prospect, the lead has to engage in dialogue with the rep. This could take the form of a chain of email messages, a phone call, or a meeting.



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★ ← →  
**Learn. Develop. Comply**

## HOW IT WORKS

### Instant Access

- Gain instant access to your course(s) upon purchasing through our website
- Login credentials are sent immediately to the customer to the email address provided during the checkout process
- We also advise all customers to check their spam and junk mail folders in case your mail server has diverted the email there

### Online Support 24/7

- Customer service teams interact with clients through email and live chat support.

### Refund policy

- To request a refund, you should email our support team with your receipt stating why you would like to be reimbursed.
- You, or your learners, must not complete the training to make a valid refund claim.
- Any courses that have been completed and those with certificates achieved will not be valid for a refund.

### Learn Anytime, Anywhere, On Any Device

- Learn at your own pace, at a time and place convenient to your circumstances
- Individual learners can access their course material(s) 24/7 for 365 days from the date of purchase
- In the case of organisations that order multiple licences for future use, the countdown will start when learners are allocated to the training course(s)

### Assessment and Certification

- Unlimited attempts to complete end of course assessments
- On successful completion, download, print/save quality-assured CPD certificate

### 100% Money Back Guarantee

- We want you to be completely satisfied with your training. We offer a 14-day money-back guarantee if you are not 100% satisfied.



[\*Click Here to Buy this Course\*](#)

## ACCREDITATION

### End of course assessment

At the end of this course, learners are required to complete an online end of course assessment. On successful completion of the assessment (80% pass mark), learners may download a FREE CPD certificate from their profile page.

### Certification

On successful completion of this e-learning course and end of course assessment, the learner may download, save and/or print a quality assured CPD certificate (recognised internationally). Our CPD certificate can be used to provide evidence for compliance and audit or Continuing Professional Development (CPD).

### Course accreditation

The CPD Certification Service accredits all our online training courses and programmes as conforming to universally accepted Continuous Professional Development (CPD) guidelines.



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## WHY CHOOSE OUR ACCREDITED E-LEARNING COURSES?

The benefits of using our accredited e-learning courses in the workplace include:

- CPDUK accredited e-learning provider
- Ofqual approved training centre (UK qualifications)
- Internationally recognised CPD and Ofqual approved certificates
- Wide range of courses and qualifications that meet UK legislation and guidelines
- Over 500 online courses and programmes that cover multiple sectors
- Free blended learning environment for individuals and organisations
- Immediate access to online courses and programmes
- Highly interactive e-learning portal
- Substantial cost reductions (no travel fees and other expenses)
- Self-paced online learning
- Low carbon footprint through e-learning
- Repository of online learning materials and assessments
- Fully qualified and experienced trainers, instructors and assessors
- Experienced subject matter experts and content developers
- Conversion of existing classroom courses to e-learning courses
- All training courses meet the latest guidance and best practice recommendations.



### Civility in the Workplace Training Course for Global Executives

*"YPO is the premier global leadership organisation for more than 28,000 chief executives in over 130 countries and the global platform for them to engage, learn and grow. We approached The Mandatory Training Group to develop an online training programme focusing on improving workplace civility. Their team developed excellent learning materials tailored to our organisational needs. With their support, we rolled out the civility in the workplace training programme to over 300 executives around the world."*

Nicolle Billmyre, YPO, Texas, USA



### City and Hackney

Clinical Commissioning Group

### Counter Fraud, Bribery and Corruption Training for NHS Providers

*"NHS City and Hackney Clinical Commissioning Group (CCG) is an NHS organisation led by local GPs. The Mandatory Training Group provided us with tailored courses focussing on tackling fraud, corruption and bribery for all our staff across various sites. The e-learning courses helped us to meet statutory and regulatory requirements".*

Harriet Griffiths, NHS City and Hackney CCG, London, UK



### Accredited Training Courses, Programmes and Regulated Qualifications

*"Reed is the largest platform for jobs, recruitment and courses in the UK. The Mandatory Training Group is one of our most trusted providers of continuing professional development (CPD) programmes and regulated qualifications. They have provided us with a wide range of learning materials ranging from soft skills, personal development, health and safety, among others. These courses help many job seekers to improve their skills and comply with the current UK and European laws".*

Mansh Bhatti, Reed Courses, London, UK



*"When we set up our business, we were looking for a reliable training provider for the healthcare multi-disciplinary team (MDT). We worked with The Mandatory Training Group to establish our training needs for each group of professionals. Their experience was invaluable, helping us to design new courses and assessments to meet the commissioners' and regulatory requirements".*

Anne Joy, OSD Healthcare, Hemel Hempstead, UK



Healthcare choice for **everyone** **Statutory and Mandatory Training for Healthcare Providers**

*"All our senior clinicians were delighted with the delivery of the mandatory training courses. They found the course leaders to be very flexible with allocating more time to certain areas at request. The course contents that LearnPac had designed were tailored to our workforce, which helped them improve their understanding of the subjects. The application of legislative concepts to practice was excellent".*

Sophie Hartley-Jones, OneHealth Group, Sheffield, UK



**Online Training and Development for the Public Sector**

*"We work with various public sector organisations. Statutory and mandatory training is essential for all our placements. We used LearnPac for the blended learning environment they provide for our staff. The online statutory and mandatory training courses adequately meet our regulatory requirements. LearnPac's learning management system enabled us to manage our learners and quickly sort out compliance for our workers. The flexibility of pricing and meeting our needs with the mandatory training was beneficial."*

David Sanchez, Eden Brown Synergy, London, UK



**Blended Train the Trainer Courses for Healthcare Providers**

*"We were looking to provide resuscitation and first aid training for clinical and non-clinical staff internally. The Mandatory Training Group stood out because they provide comprehensive blended learning solutions. Our internal trainers and facilitators were able to complete the theory training and assessments in advance. The practical sessions were packed with meaningful activities throughout the day. The lead trainers also helped us to complete training needs assessments".*

Kate McLoughlin, Nuffield Health, Bournemouth, UK

[Click Here to Buy this Course](#)

# LEARN. DEVELOP. COMPLY.

The Mandatory Training Group is the leading UK provider of accredited statutory and mandatory training courses for all sectors, including health and social care, education, local government, private and charity sectors.

We have supported over one million learners to reach their potential through e-learning courses and qualifications using our interactive online learning portal.

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## WEBSITE

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## WORKING HOURS

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