



**BUSINESS SOLUTIONS: ESSENTIAL BUSINESS SKILLS**

**SALES AND MARKETING SHORT LEARNING PROGRAMMES: SALES TRAINING –PROSPECTING FOR LEADS LIKE A PRO**

**ALIGNED TO SAQA UNIT STANDARD ID: 10066 - ESTABLISH CUSTOMER NEEDS AND RELATIONSHIPS**

**Duration:**  
**1 DAY PROGRAMME**

Lead generation and getting enough high quality leads to fill your pipeline has, and always will be, an ongoing challenge. Although a marketing department may be tasked with generating leads for Sales, it doesn't mean that Sales should stop their own sales prospecting efforts and wait for the leads to come pouring in. Although inbound marketing and marketing automation have gone a long way in helping to generate good leads for businesses, Sales still has to embrace the traditional way of prospecting and self-generate leads at the same time. This workshop will assist you in identifying and applying these strategies.

**Programme overview:**

- Distinguish customer purchasing motives and behaviors
- Assess and respond to customer needs

**The following are included in the Course Fee:**

Tuition, student support and research supervision, any assessments that may be completed	
Meals	
Certificate of attendance	
<b>TOTAL</b>	<b>R 1250.00</b>

.....  
I, (student/payment sponsor), acknowledge that I understand the information stated in this document.

Date: ..... Signature: .....

**This Information Sheet forms part of your enrolment contract**

*The content of this information sheet is subject to change without notice due to legislation, market requirements or any other reason. ELMI reserves the right to change the programme subject matter without notice.*

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