



# LEAD GENERATION

The Art & Science of Finding, Qualifying and Closing Leads



If your organization requires leads for growth, then this workshop is critical for you. Discover proven strategies to assist in managing your leads, who should feel like they have an exclusive membership in your brand's club. **After all, if you don't have a prospect, you are out of business.**



## KNOWLEDGE/ LEARNING TARGETS:

Learn strategies to find, qualify and close leads. Discover the many phases of developing a well-planned, targeted approach that not only sells to your prospects but educates them



## APPLICATION/YOU WILL LEAVE WITH:

Social media lead generation secrets, including Facebook and Twitter  
A list of the top 10 content types that garner the most leads  
Email marketing methods to maximize your conversions  
...and much more!



## PERFECT FOR:

Marketing professionals  
Sales professionals  
Organizational leadership  
Anyone desiring to grow their organization