

# Generate & Convert

This course tackles the necessary elements of a successful sales pipeline which eventually helps the salesperson to close more deals through attracting the right prospects

## AUDIENCE

Account Manager (AM)

Sales professionals/sales team

## VALUE

- Analyze the sales pipeline correctly
- Close more deals
- Learn how to save your time & effort with the right prospects
- Develop your overall sales process

## OBJECTIVES

- Learn how to tailor your strategies in accordance with your lead
- Learn how to embark on new opportunities
- Master developing efficient sales pipeline adapting to sales dynamic world
- Address the whole sales process including contacting, prospecting, negotiation,..etc

## CONTACT

[info@horae-group.com](mailto:info@horae-group.com) +961 76 865 759  
+20 128 8898308

## CONTENT

### Managing the sales pipeline

- Organize leads into segments
- Use the CRM system to manage your leads
- Analyze each step in your sales process by analyzing the buyer's journey

### Attracting the right prospects

- Select the appropriate channel for communication
  - Qualify your leads following your target
  - Understanding buyer personas
- ### Generate higher leads

- Convert leads into customers and following up
- Nurture their interest by fostering engagement
- Select the appropriate channel for communication

### Tailored strategies in the sales process

- Pitching a solution following the client's need
- Personalized approach in real-life scenarios that adapts to the sales dynamic world

## METHODOLOGY

- Interactive Lectures
- Group Discussions
- Role-Playing Exercises
- Case Studies
- Hands-On Activities
- Feedback and Inquiry

**2**  
**DAYS**