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MAKING STRONG SUCCESS
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SALES PROSPECTING AND LEAD GENERATION TRAINING IN THE PHILIPPINES

A 1-Day Practical Sales Training Program on Identifying Ideal Customers, Finding Qualified Prospects, Generating Leads, Conducting Outreach, Qualifying Opportunities, and Building a Sustainable Sales Pipeline

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TRAINING OVERVIEW

Consistent sales performance begins long before a proposal is presented or a sales meeting is conducted. It starts with having enough of the right prospective customers entering the sales pipeline.

Many sales professionals experience inconsistent results because their prospecting activities are reactive, irregular, poorly targeted, or focused primarily on generating large numbers of contacts rather than identifying people and organizations with a genuine potential need, authority, fit, and readiness to engage.

Without an effective sales prospecting and lead generation system, sales teams may experience:

- An insufficient number of new sales opportunities
- Overdependence on referrals and existing customers
- Long periods with little prospecting activity
- Poorly targeted prospect lists
- Low response rates from emails, calls, and messages
- Difficulty identifying the correct decision-makers
- Generic outreach that fails to create interest
- Too much time spent on unqualified leads
- Weak follow-up and inconsistent lead nurturing
- Incomplete or outdated sales pipeline information
- Pressure to close opportunities that were never properly qualified
- Unpredictable sales performance and revenue generation

This 1-day **Sales Prospecting Training in the Philippines** is designed to help sales representatives, account executives, business development professionals, entrepreneurs, technical sellers, and other revenue-generating employees build a more focused, disciplined, and repeatable approach to finding potential customers.

The program combines **prospecting in sales** with practical lead generation strategies. Participants learn how to define their ideal customers, identify buyer roles, research potential accounts, select appropriate prospecting channels, communicate relevant value, initiate professional conversations, qualify leads, conduct systematic follow-up, and maintain an active sales pipeline.

This program is also suitable for organizations looking for practical **Lead Generation Training in the Philippines**, including those searching for **Leads Generation Training in the Philippines** or **Generating Leads Training in the Philippines** for their sales and business development teams.
Rather than teaching participants to send large volumes of generic messages, the program emphasizes:

- Prospect quality over uncontrolled volume
- Relevance over generic sales pitches
- Research before outreach
- Value creation before product promotion
- Consistency instead of occasional prospecting bursts
- Qualification before investing extensive selling time
- Professional persistence without harassment
- Ethical use of prospect information
- Systematic follow-up and accurate pipeline tracking

Using the MSS EnterTRAINment approach, participants engage in prospecting self-assessments, ideal customer profiling, account research, lead-source mapping, outreach-message development, calling and messaging simulations, qualification exercises, follow-up planning, and personal sales pipeline action planning.

TRAINING GOAL

To equip participants with a practical and repeatable sales prospecting and lead generation system that helps them identify suitable potential customers, initiate relevant sales conversations, qualify opportunities, maintain consistent follow-up, and build a healthier sales pipeline.

TRAINING OBJECTIVES

By the end of the program, participants will be able to:

1. Explain the role of sales prospecting and lead generation in achieving consistent sales results
2. Distinguish among a target market, lead, prospect, qualified prospect, sales opportunity, and customer
3. Define an ideal customer profile based on relevant business and buyer characteristics
4. Identify the people who influence, evaluate, approve, purchase, and use a proposed solution
5. Select appropriate online and offline prospecting channels
6. Research prospective accounts and decision-makers before conducting outreach
7. Build and prioritize a focused prospect list
8. Develop clear and customer-relevant prospecting messages
9. Conduct professional outreach through calls, emails, social media, referrals, networking, and other channels
10. Gain attention without immediately relying on a product-centered sales pitch
11. Apply practical techniques for overcoming hesitation and call reluctance
12. Qualify leads based on fit, needs, authority, urgency, resources, and potential value
13. Distinguish genuine prospects from low-potential or premature leads

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14. Create an appropriate multichannel follow-up and lead-nurturing cadence
15. Maintain accurate prospecting records and sales pipeline information
16. Establish measurable daily and weekly prospecting routines
17. Develop a personal 30-day Sales Prospecting and Lead Generation Action Plan

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TRAINING OUTLINE

One-Day Sales Prospecting and Lead Generation Training Program

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
8:00–10:00 AM	**MODULE 1: BUILDING THE FOUNDATION FOR FOCUSED SALES PROSPECTING** • Understanding the purpose of sales prospecting • Why consistent prospecting supports consistent sales performance • Prospecting versus marketing, advertising, networking, and selling • Differentiating a target market, lead, prospect, qualified prospect, opportunity, and customer • Quantity versus quality in lead generation • Common reasons prospecting efforts fail • Reactive prospecting versus proactive pipeline building • Recognizing prospecting avoidance, call reluctance, and fear of rejection • Developing a productive prospecting mindset • Defining the ideal customer profile • Identifying industry, company size, location, situation, need, buying behavior, and other fit indicators • Understanding buyer personas and stakeholder roles • Identifying users, influencers, gatekeepers, evaluators, decision-makers, and approvers • Recognizing positive-fit and poor-fit	**Prospecting Reality Check** Participants assess their current prospecting habits, lead sources, conversion challenges, and pipeline consistency. **Ideal Customer Profile Workshop** Participants define the characteristics of organizations or individuals most likely to benefit from their products, services, or solutions. **Buyer Role Mapping Challenge** Teams identify the possible users, influencers, gatekeepers, and decision-makers within a sample account. **Output:** Ideal Customer and Buyer Profile Map

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	indicators • Establishing clear prospecting priorities	
10:00–10:15 AM	**Morning Break**	
10:15 AM–12:00 NN	**MODULE 2: FINDING PROSPECTS AND GENERATING QUALITY LEADS** • Building a diversified lead generation system • Identifying internal and external lead sources • Referrals from customers, colleagues, partners, and professional networks • Existing customer expansion and cross-selling opportunities • Past customer and inactive-account reactivation • Networking events, industry associations, trade shows, and business communities • Social selling and professional-network prospecting • Email and telephone prospecting • Website inquiries, content marketing, webinars, and online events • Strategic alliances, channel partners, and complementary service providers • Local business directories, company websites, public information, and industry databases • Territory and account-based prospecting • Inbound versus outbound lead generation • Warm versus cold prospecting approaches • Researching the company, buyer, industry, and possible business situation • Identifying trigger events and reasons to initiate contact • Finding the appropriate contact person • Building a prospect list without collecting irrelevant contacts • Prioritizing accounts based on fit and sales potential	**Lead Source Audit** Participants review which lead sources they currently use, underuse, or overlook. **Prospecting Channel Challenge** Groups match different customer types and sales situations with the most appropriate prospecting channels. **Prospect List-Building Laboratory** Participants develop a sample list of priority accounts and identify possible buyer roles, sources, trigger events, and reasons for outreach. **Output:** Multichannel Lead Generation and Priority Prospecting Plan

	• Using lead-scoring criteria to focus prospecting effort • Ethical and responsible handling of prospect information	
12:00 NN–1:00 PM	**Lunch Break**	
1:00–3:00 PM	**MODULE 3: INITIATING SALES CONVERSATIONS AND CREATING PROSPECT INTEREST** • Understanding the purpose of the first outreach • Gaining a response versus immediately attempting to close a sale • Moving from product-centered to prospect-centered communication • Connecting the message with a relevant business need, issue, opportunity, or outcome • Developing a clear prospecting value proposition • Creating appropriate opening statements • Structuring a prospecting call • Writing concise and relevant prospecting emails • Creating professional direct messages for LinkedIn and other appropriate channels • Requesting and using referrals effectively • Approaching prospects during networking activities • Using personalization without sounding intrusive • Creating subject lines and opening messages that encourage attention • Avoiding generic claims, excessive company information, and premature product presentations • Asking questions that encourage dialogue • Handling gatekeepers professionally • Responding to initial resistance and lack of interest	**Message Makeover Workshop** Participants transform generic sales messages into relevant, prospect-centered outreach. **Prospecting Opening-Line Challenge** Teams develop opening statements for calls, emails, referrals, social messages, and networking situations. **First-Contact Simulation** Participants practice initiating a professional sales conversation, responding to initial resistance, and requesting the next step. **Output:** Multichannel Sales Prospecting Message Bank

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	• Managing "Send me information," "We already have a supplier," and "I am not interested" • Ending outreach with a clear and reasonable next step • Maintaining confidence after rejection or non-response	
3:00–3:15 PM	**Afternoon Break**	
3:15–5:00 PM	**MODULE 4: QUALIFYING LEADS, FOLLOWING UP, AND BUILDING A SUSTAINABLE SALES PIPELINE** • Why every lead should not immediately become a full sales opportunity • The cost of pursuing unqualified or poorly matched leads • Determining customer fit and potential value • Identifying needs, problems, priorities, and desired outcomes • Understanding decision authority and stakeholder involvement • Clarifying urgency, timing, budget realities, and available resources • Determining the customer's current solution or supplier • Identifying barriers, risks, and competing priorities • Applying practical lead-qualification questions • Using qualification frameworks without turning conversations into interrogations • Categorizing leads for immediate pursuit, nurturing, monitoring, referral, or disqualification • Recognizing when a lead is not yet ready • Following up without becoming repetitive or intrusive • Adding value during follow-up • Using multiple appropriate contact channels • Designing a follow-up cadence	**Qualify, Nurture, or Disqualify?** Participants analyze sample leads and determine the appropriate next action. **Follow-Up Cadence Builder** Participants design a practical sequence of calls, emails, messages, and value-adding follow-ups. **Pipeline Discipline Challenge** Participants identify the activities and measures needed to maintain a healthy prospecting pipeline. **Final Outputs:** 1. Lead Qualification and Prioritization Guide 2. Personal 30-Day Sales Prospecting and Lead Generation Action Plan

	• Knowing when to continue, pause, nurture, or disengage • Maintaining accurate prospecting and pipeline records • Using a CRM, spreadsheet, or lead tracker effectively • Monitoring prospecting activities and conversion indicators • Establishing daily and weekly prospecting routines • Turning prospecting into a repeatable sales discipline	

TRAINING METHODOLOGY

The program uses the MSS EnterTRAINment approach, combining practical instruction, active participation, realistic sales application, and enjoyable experiential learning.

The methodology includes:

- Interactive lecturettes and facilitated discussions
- Sales prospecting self-assessment
- Ideal customer profile development
- Buyer and stakeholder mapping
- Lead-source identification exercises
- Account-research and prospect-list development
- Prospecting-channel challenges
- Outreach-message writing laboratories
- Telephone, email, referral, networking, and social-selling simulations
- Lead-qualification case exercises
- Follow-up and lead-nurturing planning
- Pipeline-management activities
- Peer observation and structured feedback
- Facilitator coaching and guided debriefing
- Personal prospecting action planning

The training can be customized using the organization’s actual:

- Products and services
- Target customers
- Market segments
- Geographic territories
- Existing lead sources
- Prospecting challenges

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- Sales cycle
- Customer objections
- Outreach channels
- Qualification requirements
- Pipeline and CRM practices

KEY PROGRAM DESIGN STRENGTHS

- Combines sales prospecting and lead generation in one integrated process
- Helps participants focus on qualified prospects rather than uncontrolled contact volume
- Covers both online and offline lead generation channels
- Builds stronger targeting through ideal customer and buyer profiles
- Strengthens account research and pre-contact preparation
- Develops practical calling, email, messaging, referral, and networking skills
- Helps participants communicate value rather than send generic sales pitches
- Includes lead qualification, prioritization, nurturing, and disqualification
- Builds consistent follow-up and pipeline-management discipline
- Addresses prospecting hesitation, rejection, and call reluctance
- Supports B2B, B2C, service, technical, project-based, and relationship selling
- Produces practical tools that participants can use immediately
- Can be tailored to the organization’s actual market and sales process

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WHO SHOULD ATTEND

This Sales Prospecting and Lead Generation Training Program is suitable for:

- Sales representatives
- Sales executives
- Account executives
- Account managers
- Key account managers
- Business development officers
- Business development managers
- Territory sales personnel
- Technical sales professionals
- Solutions consultants
- Relationship managers
- Customer service personnel with sales responsibilities
- Entrepreneurs and business owners
- Marketing personnel involved in lead generation
- Sales supervisors and managers
- Professionals responsible for finding customers and building sales opportunities

EXPECTED TRAINING OUTPUTS

At the end of the program, participants will produce:

1. Ideal Customer and Buyer Profile Map

A practical description of the organizations, individuals, decision-makers, and stakeholders most likely to benefit from the company's offer.

2. Multichannel Lead Generation and Priority Prospecting Plan

A map of relevant lead sources, prospecting channels, priority accounts, trigger events, and research requirements.

3. Multichannel Sales Prospecting Message Bank

A collection of customer-relevant opening messages for calls, emails, referrals, networking, and professional social media outreach.

4. Lead Qualification and Prioritization Guide

A practical tool for deciding whether a lead should be pursued, nurtured, monitored, referred, or disqualified.

5. Follow-Up Cadence

A structured sequence of appropriate follow-up activities across selected communication channels.

6. Personal 30-Day Sales Prospecting and Lead Generation Action Plan

A practical plan containing daily and weekly activities, target accounts, lead sources, outreach goals, follow-up routines, and performance measures.

SALES PROSPECTING VERSUS LEAD GENERATION

Although the terms are related, they are not exactly the same.

Lead Generation	Sales Prospecting
Creates or captures potential customer interest	Actively identifies and contacts potential customers
May be conducted by Marketing, Sales, or both	Is typically conducted directly by Sales
Can use content, events, advertising, referrals, websites, and campaigns	Commonly uses calls, emails, messages, referrals, networking, and account outreach
May generate a large pool of contacts	Focuses on determining which contacts deserve direct attention
Often begins before direct personal engagement	Usually involves active seller-to-prospect communication
Produces leads	Develops qualified prospects and sales opportunities

A strong sales pipeline normally requires coordination between lead generation and sales prospecting.

LEAD, PROSPECT, AND SALES OPPORTUNITY

Lead
A person or organization that may have shown interest or may potentially fit the target market but has not yet been sufficiently evaluated.

Prospect
A lead that appears to match important customer-fit criteria and may reasonably benefit from the offer.

Qualified Prospect
A prospect whose needs, fit, authority, timing, resources, and potential value have been sufficiently explored.

Sales Opportunity
A qualified prospect involved in an active sales process with an identified problem, possible solution, stakeholders, and agreed next step.

Not every lead should become a sales opportunity.

THE SALES PROSPECTING AND LEAD GENERATION PROCESS

1. Define

Identify:
- Target market
- Ideal customer characteristics
- Buyer roles
- Priority industries or segments
- Geographic coverage
- Positive-fit indicators
- Poor-fit indicators

2. Find

Use appropriate lead sources such as:
- Customer referrals
- Professional networks
- Existing accounts
- Past customers
- Industry associations

- Business events
- LinkedIn and professional platforms
- Company websites
- Online inquiries
- Webinars and learning events
- Strategic partners
- Publicly available business information

3. Research

Understand:

- The prospective organization
- Its market and industry
- Possible needs or challenges
- Relevant trigger events
- Existing solutions or suppliers
- Possible decision-makers
- The reason the conversation may be relevant

4. Prioritize

Evaluate potential prospects based on:

- Customer fit
- Need or business situation
- Strategic value
- Accessibility
- Timing
- Potential transaction value
- Relationship potential
- Probability of engagement

5. Reach Out

Use a relevant and professional message that:

- Demonstrates awareness of the prospect’s situation
- Communicates a possible reason for conversation
- Avoids excessive product information
- Creates curiosity or interest
- Requests a reasonable next step

6. Qualify

Explore:

- Need
- Fit
- Priority
- Authority
- Timing
- Resources
- Existing alternatives
- Decision process
- Potential barriers

7. Follow Up

Maintain professional contact by:

- Referring to previous conversations
- Sharing useful information
- Clarifying next actions
- Using appropriate channels
- Respecting the prospect's timing and preferences

8. Track and Improve

Record:

- Prospects contacted
- Response rates
- Meetings secured
- Leads qualified
- Opportunities created
- Sources producing results
- Follow-ups completed
- Conversion rates
- Lessons and adjustments

RECOMMENDED SALES PROSPECTING CHANNELS

Depending on the organization, market, and customer profile, the training may cover:

- Telephone prospecting
- Prospecting emails
- LinkedIn prospecting
- Social selling

- Referral prospecting
- Networking
- Trade shows and business events
- Industry associations
- Account-based prospecting
- Territory prospecting
- Customer reactivation
- Cross-selling and upselling
- Partnership lead generation
- Website inquiries
- Webinar and seminar leads
- Content-generated leads
- Community and chamber participation
- Direct outreach to priority accounts

The best prospecting system normally uses more than one channel.

COMMON PROSPECTING MISTAKES

Sales professionals may weaken their results when they:

- Prospect only when their pipeline is already empty
- Contact everyone without identifying suitable customers
- Begin with a long company or product presentation
- Use the same generic message for every prospect
- Conduct insufficient research
- Contact the wrong person
- Focus only on senior decision-makers while ignoring other influencers
- Ask for too much commitment during the first contact
- Give up after one unanswered message
- Follow up repeatedly without adding value
- Fail to record prospecting activities
- Treat every contact as a qualified opportunity
- Spend excessive time pursuing low-potential leads
- Depend on only one lead source
- Measure activity without measuring results

PRACTICAL LEAD QUALIFICATION AREAS

Participants will learn to explore the following without making the conversation feel like an interrogation:

Customer Fit

- Is the prospect within the organization's intended market?
- Can the company realistically serve the prospect?
- Does the prospect match relevant size, industry, location, or operational criteria?

Need

- Is there a meaningful problem, opportunity, requirement, or desired outcome?
- What is the impact of the current situation?

Priority and Timing

- Is the concern important enough to act on?
- When might the customer need to decide or implement?

Authority and Stakeholders

- Who will use, influence, evaluate, approve, and purchase the solution?
- What is the decision process?

Resources

- Does the prospect have or expect to secure the resources required to proceed?

Value Potential

- Is the possible opportunity worth the time and effort required?
- Is there potential for a sustainable customer relationship?

FOLLOW-UP AND LEAD NURTURING

Professional follow-up does not mean repeatedly asking:
"Have you decided?"

Effective follow-up may include:

- Sharing relevant information
- Answering a previously raised concern
- Providing a useful case example
- Clarifying a business implication
- Referencing a recent industry development
- Offering an appropriate resource
- Confirming an agreed action
- Reconnecting after a stated decision date
- Inviting the prospect to a relevant event
- Introducing another useful contact
- Suggesting a smaller or more appropriate next step

Every follow-up should have a purpose.

SALES PROSPECTING PERFORMANCE MEASURES

Organizations may monitor:

- Number of priority accounts identified
- New prospects added
- Calls completed
- Personalized emails sent
- Professional messages sent
- Referrals requested
- Referral leads generated
- Follow-ups completed
- Prospect responses received
- Discovery meetings scheduled
- Leads qualified
- Opportunities created
- Conversion by lead source
- Cost or effort per qualified opportunity
- Prospecting-to-meeting conversion
- Meeting-to-opportunity conversion
- Opportunity-to-sale conversion

Measures should balance activity, quality, conversion, and revenue contribution.

ETHICAL SALES PROSPECTING PRINCIPLES

Professional sales prospecting should:

- Use accurate and truthful information
- Respect personal and organizational boundaries
- Avoid misleading subject lines or false familiarity
- Avoid harassment, excessive messaging, and unwanted pressure
- Protect confidential and prospect information
- Use available data responsibly
- Honor requests to stop or change communication
- Avoid making promises the organization cannot fulfill
- Focus on relevant potential value
- Maintain professionalism even when the prospect declines

WHAT THIS PROGRAM IS NOT

This program is not limited to:

- Cold calling scripts
- Buying contact lists
- Sending mass emails
- Collecting social media connections
- Increasing activity without improving targeting
- Aggressive messaging
- Manipulative opening lines
- Automated spam
- Pursuing every available contact
- Measuring success only by the number of leads generated

It is a practical system for identifying the right potential customers, communicating relevant value, qualifying opportunities, and building a sustainable sales pipeline.

WHY SALES PROSPECTING AND LEAD GENERATION TRAINING MATTERS

Organizations cannot depend indefinitely on repeat business, walk-in inquiries, referrals, or occasional marketing campaigns.

Sales professionals need the ability and discipline to create new conversations consistently.
An effective **Sales Prospecting and Lead Generation Training in the Philippines** helps participants move from:

- Random contact gathering to focused targeting
- Generic outreach to relevant messaging
- Occasional prospecting to consistent sales routines
- Uncontrolled lead volume to prioritized prospects
- One-time communication to systematic follow-up
- Activity reporting to pipeline creation
- Fear of rejection to professional persistence
- Empty pipelines to a healthier flow of qualified opportunities

COMMON SALES PROSPECTING AND LEAD GENERATION TOPICS

The program may include or be customized around:

- Sales prospecting fundamentals
- Prospecting in sales
- Lead generation strategies

- Ideal customer profiling
- Buyer persona development
- B2B lead generation
- B2C prospecting
- Account-based prospecting
- Territory prospecting
- Telephone prospecting
- Email prospecting
- LinkedIn prospecting
- Social selling
- Referral generation
- Networking for sales
- Lead qualification
- Lead scoring
- Prospect research
- Decision-maker identification
- Prospecting scripts and messages
- Follow-up strategies
- Lead nurturing
- Sales pipeline development
- CRM and prospect tracking
- Prospecting productivity
- Call reluctance and rejection management

RECOMMENDED FOLLOW-THROUGH PROGRAMS

- Consultative Selling and Solution Selling
- Sales Negotiation, Objection Handling, and Closing
- Value-Based Selling
- Sales Presentation Skills
- Strategic Account Management
- Key Account Management
- Relationship Selling
- Customer Relationship Management
- B2B Sales Communication
- Influencing and Persuasion Skills
- Digital and Social Selling
- Sales Leadership and Coaching
- Customer Service Excellence

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FREQUENTLY ASKED QUESTIONS

What is Sales Prospecting Training?
Sales Prospecting Training teaches sales professionals how to identify suitable potential customers, research accounts, contact decision-makers, initiate relevant conversations, conduct follow-up, and convert contacts into qualified sales opportunities.

What is Lead Generation Training?
Lead Generation Training helps participants identify and use appropriate sources and channels for finding potential customers. These may include referrals, existing accounts, networking, professional platforms, events, partnerships, websites, content, email, telephone outreach, and customer reactivation.

What is the difference between lead generation and sales prospecting?
Lead generation creates or captures possible customer interest. Sales prospecting involves actively identifying, researching, contacting, and qualifying people or organizations that may become customers.

Who should attend this program?
The program is suitable for sales representatives, account executives, account managers, business development professionals, technical sellers, relationship managers, entrepreneurs, sales leaders, and other employees responsible for generating sales opportunities.

Is this training suitable for B2B sales?
Yes. The program is particularly relevant to B2B, technical, professional-service, project-based, and complex sales environments where identifying decision-makers and qualifying accounts are essential.

Can it also be used for B2C sales?
Yes. The prospecting, targeting, messaging, qualification, and follow-up principles may be customized for consumer sales environments.

Does the training cover cold calling?
Yes. Telephone outreach may be included, but the program is not limited to cold calling. It also covers email, social selling, referrals, networking, existing customers, events, partnerships, reactivation, and other appropriate lead sources.

Does the training cover LinkedIn prospecting?
Yes. The program may include responsible use of LinkedIn or other relevant professional platforms for researching accounts, identifying stakeholders, establishing credibility, and initiating conversations.

Will participants create actual prospecting messages?
Yes. Participants develop prospect-centered opening messages for calls, emails, referrals, networking situations, and professional social-media outreach.

Does the training include lead qualification?
Yes. Participants learn how to assess fit, need, priority, authority, timing, resources, stakeholders, and potential value before treating a lead as a full sales opportunity.

Can the program be customized?
Yes. The activities, scenarios, buyer profiles, qualification criteria, prospecting channels, outreach messages, and performance measures may be tailored to the organization's products, services, customers, and sales process.

What outputs will participants produce?
Participants develop an Ideal Customer and Buyer Profile Map, Lead Generation and Prospecting Plan, Prospecting Message Bank, Lead Qualification Guide, Follow-Up Cadence, and 30-Day Prospecting Action Plan.