Strategic Prospecting and Lead Conversion Excellence Training Course

23 - 27 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #SAL4400_129062

Course Introduction / Overview:

This intensive training course is designed to transform your approach to sales by mastering the art and science of high-conversion prospecting and lead management. In today's competitive market, simply generating leads is not enough; the key to sustainable growth lies in identifying, qualifying, and nurturing the right prospects into loyal customers. This program moves beyond basic sales tactics to instill a strategic mindset, focusing on building a robust and predictable sales pipeline. Drawing upon foundational principles from sales authorities like Neil Rackham, author of the groundbreaking book "SPIN Selling," we will explore consultative approaches that build trust and uncover deep-seated customer needs. Participants will learn to create a systematic process for every stage of the sales funnel, from initial outreach to closing the deal. BIG BEN Training Center has developed this curriculum to equip sales professionals with practical skills in lead scoring, pipeline optimization, and leveraging CRM technology effectively, ensuring that every effort translates into measurable results and a significant return on investment.

Target Audience / This training course is suitable for:

- Sales Development Representatives (SDRs).
- Business Development Managers (BDMs).
- Account Executives and Account Managers.
- Sales Managers and Team Leaders.
- Entrepreneurs and Business Owners.
- Marketing professionals involved in lead generation.
- Commercial Directors and Heads of Sales.
- Anyone new to a sales role seeking foundational excellence.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- Financial Services, Banking, and Insurance.
- Real Estate and Property Development.
- Professional Services and Consulting Firms.
- Manufacturing and Industrial Goods.
- Telecommunications and IT Services.
- Healthcare and Pharmaceutical sectors.
- Government agencies and public sector organizations.

Target Organizations Departments:

- Sales Department.
- Business Development Department.
- Marketing Department.
- Customer Success and Client Relations Teams.
- Account Management Department.
- Partnerships and Alliances Department.
- Product Management Teams.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a data-driven ideal customer profile and buyer personas.
- Master multi-channel prospecting techniques including social selling and email outreach.
- Implement advanced lead qualification frameworks like BANT and MEDDIC.
- Create effective lead nurturing campaigns to guide prospects through the sales funnel.
- Optimize the sales pipeline for improved velocity and conversion rates.
- Utilize CRM systems to effectively manage leads and track sales activities.
- Handle common objections with confidence and skill.
- Apply consultative selling principles to build stronger client relationships.
- Analyze sales performance data to identify areas for continuous improvement.
- Align sales and marketing efforts for a seamless lead handoff process.

Course Methodology:

The training methodology at BIG BEN Training Center is built on a foundation of experiential and participatory learning to ensure maximum knowledge retention and practical application. This course avoids a purely theoretical approach, instead immersing participants in a dynamic learning environment. The program heavily features interactive sessions, including group discussions, brainstorming workshops, and live polling to foster collaborative problem-solving. A cornerstone of our method is the use of real-world case studies, allowing participants to analyze complex sales scenarios and develop strategic solutions. Role-playing exercises will be used extensively to practice prospecting calls, objection handling, and closing techniques in a safe and constructive setting. Participants will receive personalized feedback from the instructor and peers to refine their skills. Each module concludes with an action planning segment, empowering attendees to immediately implement the learned strategies and tools within their own professional context, ensuring a direct and positive impact on their sales performance.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Prospecting

- Defining the modern sales landscape and the role of prospecting.
- Developing your Ideal Customer Profile (ICP) and buyer personas.
- Crafting a compelling value proposition that resonates with prospects.
- Conducting effective market and competitor research.
- Understanding the psychology of the modern buyer.
- Setting SMART goals for prospecting activities.
- An introduction to the sales funnel and pipeline stages.

Unit Two: Mastering Lead Generation Channels

- Differentiating between inbound and outbound prospecting strategies.
- Leveraging social selling and personal branding on platforms like LinkedIn.
- Crafting high-impact cold emails that get responses.
- Modern techniques for effective cold calling and voice messaging.
- Building and managing a high-quality prospect list.
- Implementing a successful referral and networking program.
- Introduction to sales automation tools for efficiency.

Unit Three: The Art of Lead Qualification and Nurturing

- The critical importance of qualifying leads early.
- Applying lead qualification frameworks (BANT, MEDDIC, CHAMP).
- Developing powerful discovery questions to uncover needs.
- Mastering active listening and empathetic communication.
- Creating multi-touch lead nurturing sequences.
- Strategies for handling and overcoming common sales objections.
- Implementing lead scoring models to prioritize efforts.

Unit Four: Effective Lead Management and Pipeline Optimization

- Best practices for using Customer Relationship Management (CRM) systems.
- Defining and managing the stages of your sales pipeline.
- Key metrics for tracking pipeline health and sales performance.
- Conducting effective pipeline review meetings.
- Techniques for accurate sales forecasting.
- Achieving seamless alignment between sales and marketing teams.
- Strategies for re-engaging cold or dormant leads.

Unit Five: Advanced Conversion Techniques and Continuous Improvement

- Applying the principles of consultative and solution selling.
- Understanding and using advanced sales models like The Challenger Sale.
- Developing effective closing strategies and asking for the business.
- The importance of post-sale follow-up for retention and upselling.
- Analyzing your sales data to identify trends and insights.
- Creating a personal development plan for continuous sales excellence.
- Final project. developing a comprehensive prospecting and lead management plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing automation and AI in sales, how can the human element in prospecting be leveraged as a unique competitive advantage rather than a liability?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond a superficial focus on sales tools and scripts, instead delving into the core strategic and psychological drivers of successful prospecting and conversion. While many programs teach what to do, we emphasize why it works, grounding our curriculum in established behavioral science and proven sales methodologies like those pioneered by thought leaders in consultative selling. The curriculum is uniquely structured to build a holistic skill set, seamlessly integrating lead generation, qualification, nurturing, and pipeline management into a single, cohesive system. A significant portion of the course is dedicated to interactive role-playing and the analysis of complex, real-world case studies, ensuring that participants don't just learn theory but gain the confidence to apply these advanced techniques in high-pressure situations. Rather than providing generic templates, we empower participants to develop their own customized strategies tailored to their specific industry and customer profile, fostering a deeper level of mastery and ensuring a long-term impact on their sales effectiveness.