



CUSTOMER ACQUISITION & LEAD GENERATION TRAINING

MASTER THE ART OF FINDING & WINNING NEW CLIENTS



IDENTIFYING
PROSPECTS



OUTREACH
STRATEGIES



QUALIFYING
LEADS



QUALIFYING
LEADS



CLOSING
TECHNIQUES



CRM &
ANALYTICS



LEADS

PROSPECTS

CLIENTS

GROWTH

SCALING SALES



Customer Acquisition & Lead
Generation Training Program

Master the art of finding and Winning New Clients

- Attract the Right Customers • Build Strong Sales Pipelines • Convert Leads into Revenue



Audience

Customer Acquisition & Lead Generation is designed for individuals and professionals who want to learn how to attract potential customers, generate quality leads, and convert prospects into paying clients using structured sales strategies.

Ideal for:

- Sales professionals and sales executives
- Business owners and entrepreneurs
- Marketing professionals
- Customer success professionals
- Startup founders and small business operators
- Business development managers
- Freelancers and consultants
- Digital marketers and social media managers
- Non-tech professionals transitioning into sales or growth roles



Course Description

Customer Acquisition & Lead Generation focuses on teaching practical strategies for identifying target customers, attracting qualified prospects, and converting leads into long-term customers. The course provides a structured approach to building and managing a strong sales pipeline using modern sales techniques and digital tools.

Participants will learn how to understand customer needs, position their products or services effectively, and implement scalable lead generation strategies for business growth.



Course Outline

- Module 1: Introduction to Sales and Customer Acquisition
- Module 2: Understanding Your Target Market
- Module 3: Lead Generation Strategies
- Module 4: Sales Prospecting Techniques
- Module 5: Building and Managing a Sales Funnel
- Module 6: Lead Qualification and Customer Engagement
- Module 7: Converting Leads into Customers
- Module 8: Customer Retention and Relationship Building



Training Details

Duration: 1 day

Training Fee: N150,000





Thank you



Hub 43, 2nd Floor 8, Jubilee way,
CMD Road Magodo Lagos



08033437278 ; 08094435952
info@alfred-victoria.com
www.alfred-victoria.com