



Prospecting And Lead Generation

SEHG-SM-6947 · Business · approx. 10 min seat time · English · 100% online, self-paced

Accreditation & industry alignments: none verified on record — institutional accreditor mapping pending

COURSE DESCRIPTION

Sales & Marketing course covering prospecting and lead generation. Self-paced lessons with applied exercises.

WHO THIS COURSE IS FOR

Working professionals, team leads, and career-changers who want practical, job-ready Business skills — no prior coursework required. Teams and organizations can enroll groups for consistent, measurable upskilling.

WHAT'S INCLUDED

- 1 clock hour(s) of self-paced online learning
- 12 course modules
- 10 instructional videos — 10 minutes of total video runtime
- This syllabus (PDF), downloadable for reference
- Official SEHG Certificate of Completion upon finishing the course
- Language editions: English · Español

Delivered 100% online and self-paced in the SEHG learning platform. This section lists the materials currently delivered for this course.

MODULE MAP

- **Module 1 — Introduction**
 - Course Objectives
- **Module 2 — Prospecting**
 - Make it a Priority
 - Identify Your Ideal Prospect
 - Choose Prospecting Methods
 - Make It a Habit
- **Module 3 — Traditional Marketing Methods**
 - Cold Calling
 - Direct Mail
 - Trade Shows
 - Networking
- **Module 4 — New Marketing Methods**
 - Social Networking
 - Search Engine Marketing
 - Email Marketing
 - Display Advertising
- **Module 5 — Generating New Leads**
 - Become a Brand
 - Webinars

- Blogs
- Engaging Video
- **Module 6 — Avoid Common Lead Generation Mistakes**
 - Limiting Channels
 - Failure to Provide Value
 - Failure to Connect
 - Failure to Try
- **Module 7 — Educate Prospects**
 - Content Creation
 - Stand Out From the Competition
 - Fill Customer Needs
 - Always Deliver on Promises
- **Module 8 — The Pipeline**
 - Contact
 - Meet
 - Propose
 - Close
- **Module 9 — Follow Up Communication**
 - Know Your Leads
 - Move Quickly
 - Know How to Respond
 - Set Future Meetings
- **Module 10 — Track Activity**
 - Use the Appropriate Tools
 - Assess Your Advertising Sources
 - Record Information About Leads
 - Assess ROI
- **Module 11 — Create Customers**
 - Develop Relationships
 - Show Genuine Interest
 - Be Professional
 - Show Reliability and Integrity
- **Module 12 — Assessment**

COMPLETION & CERTIFICATION

Completion-based: a certificate of completion is issued after all course videos have been viewed.
The certificate of completion is non-credit. This course does not currently carry academic credit or CEUs.

OFFICIAL SEHG CERTIFICATE

Graduates receive the official Synergy University Education Certificate of Completion — issued by the Office of the Registrar with a unique credential ID, shareable to LinkedIn and verifiable online.

Every certificate carries a unique credential ID — verify at:

SynergyEducation.AI/verify

SUPPORT, ACCESS & POLICIES

- Support: CEO@SynergyEducation.AI
- Accessibility: ADA/WCAG 2.1 AA-first delivery; accommodations available on request.
- Academic integrity and refund policies: per SEHG student handbook.

Enroll Today

Tuition per learner (Essentials tier) — enroll online with the course code below.

\$49 · SEHG-SM-6947 · SynergyEducation.AI

Also available: instructor-led workshop kits for teams — in-person training agendas, playbooks, and facilitator materials built on this course. Contact CEO@SynergyEducation.AI.