

SEHG IN-PERSON WORKSHOP SERIES

# Prospecting And Lead Generation

Instructor-Led Workshop · Facilitator Kit

Complete facilitator kit for delivering the SEHG Prospecting And Lead Generation workshop on site — training manual, instructor guide, slides, icebreakers, quick-reference sheets, and completion certificates.

## WHAT'S IN THIS KIT

01 · Training Manual (participant workbook)

02 · Instructor Guide (facilitator script & timings)

03 · Icebreakers & Activities

04 · Presentation Slides

05 · Quick Reference Sheets (takeaway)

06 · Certificate of Completion

SEHG-SM-6947 · IN-PERSON WORKSHOP KIT

[synergyeducationholdings.com](https://synergyeducationholdings.com)

# Prospecting And Lead Generation

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## About This Workshop

Prospecting and lead generation is the method of making links that may lead to a sale or other promising result. The leads may come from various sources: the Internet, personal referrals, telephone calls, advertisements, events, or a purchase of lists of potential clients.

With our Prospecting and Lead Generation workshop, your participants will begin to see how important it is to develop a core set of sales skills. By looking at the way people interact, and seeing things in a new light, your participants will improve on almost every aspect of their sales strategy.

## Workshop Objectives

- Identify prospects
- Implement both traditional and new marketing methods
- Use the pipeline effectively
- Educate customers
- Track activity and make adjustments as needed

## Format & Delivery

- Instructor-led session, delivered on site or SEHG-hosted
- Includes participant workbooks, activities, and takeaway reference sheets
- Every participant receives an SEHG Certificate of Completion
- Pairs with the SEHG online Prospecting And Lead Generation course for pre-work and reinforcement

# Preparing & Delivering the Workshop

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## Before the Workshop

- Review the Instructor Guide end to end — timings, scripts, and activity setup
- Print one Training Manual and one Quick Reference Sheet per participant
- Load the Presentation Slides and test the projector, audio, and clicker
- Choose 1–2 icebreakers from the kit that fit the group size and room
- Prepare blank Certificates of Completion for sign-off at close

## Checking Out the Venue

- Adequate seating with clear sight lines to the facilitator and screen
- Projector compatibility, cables, and extension cords tested in advance
- Lighting that lets participants see you, their notes, and the screen
- Space for group activities, plus a table for handouts and materials

## Closing the Session

- Recap the workshop objectives and each participant's key takeaway
- Distribute the Quick Reference Sheet as the on-the-job takeaway
- Present the SEHG Certificate of Completion to each participant
- Point participants at the paired SEHG online course for reinforcement

### Book this workshop

Contact your SEHG program advisor to schedule this workshop for your team, or add it to any SEHG learning program as the in-person option.

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# Certificate of Completion

This certificate is proudly presented to

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for successfully completing the SEHG in-person workshop

## **Prospecting And Lead Generation**

Awarded this \_\_\_\_ day of \_\_\_\_\_, 20\_\_

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Facilitator Name & Title



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Synergy Education Holdings Group