

## Lead Generation and Business Development

*Paris (France)*

*25 - 29 August 2025*

UK Training

# PARTNER



## Lead Generation and Business Development

Code: CC28 From: 25 - 29 August 2025 City: Paris (France) Fees: 4400 Pound

### Introduction

In today's highly competitive market, mastering the art of Lead Generation and Business Development is crucial for ensuring business growth and long-term sustainability. This comprehensive course is designed to equip participants with practical skills and modern lead generation strategies to attract potential clients, convert them into loyal customers, and build strong business relationships that drive sustainable success. By understanding the lead generation process and business development strategy, participants will be able to optimize their outreach efforts, leverage digital tools, and expand their professional networks.

### Course Objectives

By the end of this Lead Generation and Business Development course, participants will be able to:

- Understand the definition of lead generation and its role in business growth.
- Identify effective lead generation strategies for attracting potential clients.
- Utilize digital marketing tools to optimize lead generation services.
- Develop and implement business development strategies for long-term success.
- Measure and analyze the performance of lead generation and business development initiatives.

### Course Outlines

#### Day 1: Fundamentals and Strategies

- Introduction to Lead Generation and Business Development concepts.
- Understanding what is lead generation and its strategic importance.
- Traditional vs. Digital Lead Generation Strategies and their impact on growth.
- Analyzing business intelligence development to target key markets.
- Case Study: How to target new markets effectively using business lead generation techniques.
- Workshop: Designing an initial lead generation plan with best practices.

#### Day 2: Digital Tools for Lead Generation

- Leveraging Social Media for client attraction LinkedIn, Facebook, Twitter.
- Mastering Email Marketing to enhance outreach and conversion rates.
- Exploring Data Analytics Tools to understand customer behavior and improve targeting.
- Utilizing marketing lead generation and lead generation advertising for optimized results.
- Practical Application: Creating a digital lead generation campaign for optimal reach.

#### Day 3: Converting Leads into Loyal Customers

- Mastering effective communication with clients and prospects.
- Implementing follow-up strategies and advanced follow-up techniques.

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The background of the logo is a stylized chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver, set against a backdrop of concentric circles.

- Handling objections, building trust, and ensuring smooth transitions from leads to clients.
- Lead generation best practices to increase conversion rates.
- Simulation Exercise: Sales calls and effective client communication techniques.

#### Day 4: Business Development and Partnership Building

- Understanding what is business development and its significance in growth.
- Exploring business development skills and business development responsibilities.
- Strategies to expand your client base and enter local lead generation markets.
- Building strong business relationships and exploring partnership opportunities.
- Applying cross-selling and up-selling strategies to existing clients.
- Workshop: Designing a business development roadmap to secure long-term partnerships.

#### Day 5: Evaluation and Continuous Improvement

- Monitoring and evaluating new business development initiatives.
- Refining lead generation strategies and business development plans based on analytics.
- Using Key Performance Indicators KPIs to track progress and optimize campaigns.
- Understanding the role of a Business Development Specialist in driving growth.
- Final Project: Presenting a comprehensive Lead Generation and Business Development strategy that aligns with organizational goals.

#### Why Attend this Course: Wins & Losses!

- Master effective strategies for lead generation marketing and business development.
- Enhance your ability to attract and convert potential clients efficiently.
- Utilize modern digital tools to track and analyze business growth.
- Apply hands-on techniques to build stronger business relationships and sustainable networks.
- Gain insights into business development executive responsibilities and best practices.

#### Conclusion

This Lead Generation and Business Development course is an exceptional opportunity for professionals looking to strengthen their skills in business intelligence development, lead generation solutions, and strategic business growth. With a focus on practical application and modern techniques, participants will learn how to transform challenges into opportunities and achieve sustainable business growth.

Join us and elevate your business skills to the next level, mastering both lead generation and business development strategies!



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**



## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients

 <p><b>MANNAI CORPORATION</b> MANNAI Trading Company WLL, Qatar</p>	 <p><b>GAC</b> UNE FILIALE D' EGA Alumina Corporation Guinea</p>	 <p><b>Booking.com</b> Booking.com Netherlands</p>	 <p><b>OXFAM</b> Oxfam GB International Organization, Yemen</p>	 <p><b>Capital Markets Authority</b> Kuwait</p>
 <p><b>Waltersmith</b> Waltersmith Petroman Oil Limited Nigeria</p>	 <p><b>QNB</b> Qatar National Bank (QNB), Qatar</p>	 <p><b>Qatar Foundation</b> Qatar</p>	 <p><b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b> Tanzania</p>	 <p><b>KFAS</b> Kuwait Foundation for the Advancement of Sciences KFAS Kuwait</p>
 <p><b>Reserve Bank of Malawi</b> Malawi</p>	 <p><b>Central Bank of Nigeria</b> Nigeria</p>	 <p><b>Ministry of Interior Kingdom of Saudi Arabia</b> Ministry of Interior, KSA</p>	 <p><b>Mabruk Oil Company</b> Libya</p>	 <p><b>Saudi Electricity Company</b> KSA</p>
 <p><b>BPKH</b> Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia</p>	 <p><b>NATO Italy</b></p>	 <p><b>ENI</b> ENI CORPORATE UNIVERSITY, Italy</p>	 <p><b>GULF BANK</b> Gulf Bank Kuwait</p>	 <p><b>General Organization for Social Insurance</b> KSA</p>
 <p><b>Defence Space Administration</b> Nigeria</p>	 <p><b>National Industries Group (Holding)</b> Kuwait</p>	 <p><b>Hamad Medical Corporation</b> Qatar</p>	 <p><b>USAID</b> Pakistan</p>	 <p><b>STC</b> STC Solutions, KSA</p>
 <p><b>North Oil Company</b> North Oil company,</p>	 <p><b>EKO Electricity</b></p>	 <p><b>OMAN BROADBAND</b> Oman Broadband</p>	 <p><b>UNITED NATIONS</b> UN.</p>	 <p><b>Authority for Electricity Regulation, Oman</b> Authority for</p>

UK Training  
**PARTNER**

## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training  
**PARTNER**

