

Lead Generation and Business Development

Baku (Azerbaijan)

21 - 25 December 2026

UK Training

PARTNER



Lead Generation and Business Development

Code: CC32 From: 21 - 25 December 2026 City: Baku (Azerbaijan) Fees: 5200 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, 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 Clients

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

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)
Sustainability, ESG & Corporate Responsibility
Advanced Courses
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