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CONSULTING | COACHING | COURSE

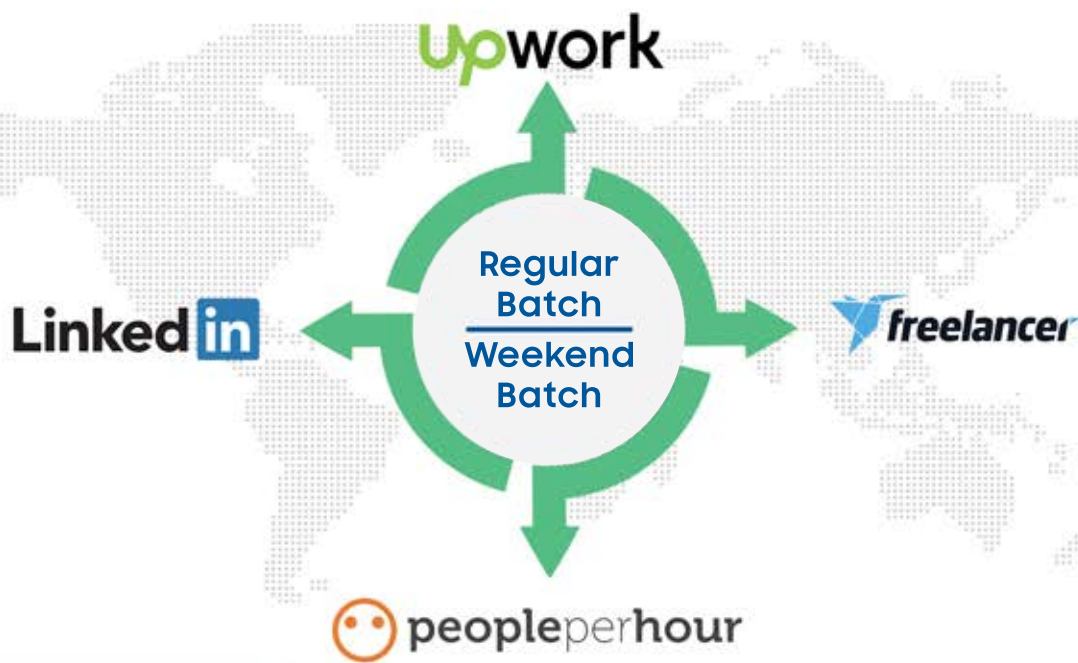
IT Professionals | Freelancers | IT Startups

Regular Batch
Weekend Batch

ONLINE
COURSE



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Course Content

How to generate leads ?

- What is Business Development?
- What is Sales / Marketing?
- Build a Mindset / Behavior to Become a BD
- Inbound and Outbound Marketing
- Sales Target and Collection Target
- Understanding of market and How to find a market
- How to get business from Bidding Portals like Upwork, Freelancer, PPH
- How to use LinkedIn for lead generation and work on Sales Navigator
- Lead generation funnel vs sales funnel vs Marketing funnels
- Business development strategy

How to manage & close leads ?

- Sales Process & Sales Models & Sales Pipelines
- B2B & B2C Sales Cycle
- Understand top priorities
- Identifying problems or goals
- NDA Documents / Contract Agreements
- Tips to increase sales (Cross-selling/Up-selling)
- Tools for daily use to track your sales activity
- Email marketing strategies & Proposal Drafting
- Understanding of Client behavior
- How to communicate & negotiate with your client

