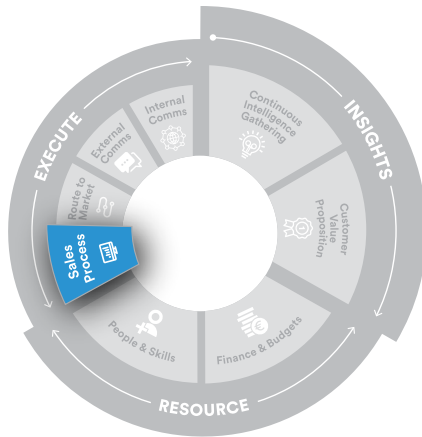


# MASTERCLASS IN DIGITAL LEAD GENERATION & SALES PIPELINE MANAGEMENT

FINDING NEW LEADS AND CULTIVATING  
THEM TOWARDS BECOMING CUSTOMERS  
IN A REPEATABLE PROCESS



# MASTERCLASS IN DIGITAL LEAD GENERATION & SALES PIPELINE MANAGEMENT



Increasing sales velocity is critical in a world of increasing uncertainty and change. Developing repeatable steps that maximize the time your sales team spend speaking with “highly-qualified” prospects and customers is your key advantage.

The masterclass in Sales Process and Digital Lead Generation will help you and your team build a structured approach to improve conversion rates of international sales opportunities.

You will have the opportunity to learn and practice sales process and lead generation skills, hear from peers and come away with practical tools to implement these in your business.

## The Masterclass is offered in 3 short steps:

- 1 First, a one-to-one session with the trainers, aligns the masterclass to your company.
- 2 An intense, interactive, 4-hour group training session covers key topics. Be prepared to engage, to be challenged and to bring your own experience.
- 3 Finally, there is a one to one session with the trainer – vital to embed the learning with your company team.

Enterprise Ireland has continuously supported clients with an 8-part framework covering all aspects of the sales and marketing process and this workshop will signpost follow on.

## Who should attend

The Masterclass is aimed at Enterprise Ireland who are looking to improve lead generation and management of their sales pipeline.

Typical attendees are the company CEO and another Senior colleague. Typically, they will be responsible for lead generation and the sales process. Other Senior sales team members will also be considered, as will key people leading other areas (e.g. Engineering) who need to understand this vital topic.

Please be aware that each masterclass is a small group and you will be carefully matched into virtual break-out sessions. This will require communication, teamwork and learning from each other.



## Outcomes

After completing this virtual masterclass, you and your team will:



Understand and choose the Inbound and Outbound Lead Generation strategies that will work for your business.



Implement a more flexible, systematic sales pipeline management system.



Identify and Forecast sales opportunities more accurately.



Manage sales teams more effectively.

The Masterclass is delivered online and participants will receive a workbook containing tools and canvases for use during and after the Masterclass.

## Optional 1 to 1 and further Enterprise Ireland support

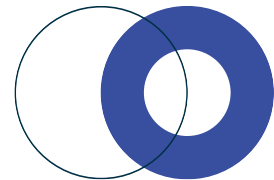
The Masterclass in Digital Lead Generation and Sales Pipeline is part of Enterprise Ireland's wider supports for Sales and Marketing. Depending on your need, you may have the opportunity for a 1 to 1 engagement to embed the masterclass learnings in your company.

In addition, other Enterprise Ireland supports such as Excel @ Market Intelligence, in-depth eMarketing engagement, the Strategic Marketing Review (SMR), the Business Growth Advisor (BGA) or our longer-term International Selling Programme (delivered in conjunction with TUDublin) may be suitable follow on steps to the Masterclass.

## Delivery partners - Insthinktive



Insthinktive Sales Leadership works with export-focused companies helping them generate More Sales. More Consistently. In Less Time. We help you design, build and implement a world class Sales Process and Sales Pipeline Management System.



## Costs

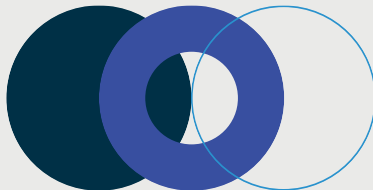
€200 per company, including up to 3 people. This includes both the virtual workshops and the before and after consultations (one to one) with your company.

This price is subsidized by Enterprise Ireland in line with our strategic objectives, and participants are expected to fully engage in all steps.

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## Dates, duration and how to apply

- Initial consultation – w/b 15<sup>th</sup> March
- Wednesday 24<sup>th</sup> March – online – 09:00 - 12:45
- Embedding the learning - consultation – w/b 29<sup>th</sup> March
- Link to signup for the programme: [click here](http://www.enterprise-ireland.com/salespipeline)  
[www.enterprise-ireland.com/salespipeline](http://www.enterprise-ireland.com/salespipeline)



## For more information

For more information, please contact:

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To sign up for the programme click here:  
[www.enterprise-ireland.com/salespipeline](http://www.enterprise-ireland.com/salespipeline)

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