COURSE BROCHURE

Lead Generation & Prospecting

Business & Entrepreneurship / Sales Management

One-time full-course fee

INR 1,499

Access

12 months course access

Study plan

10 suggested study hours; 12 months access

Learning format

4 self-paced written English lessons with original worked examples, practical exercises, explained answers and a self-assessed capstone. The material is AI-authored with independent AI editorial checks. Optional automated Course Tutor assistance is available in the protected LMS.

Programme overview

Build focused prospect research, relevant messages, capacity-aware follow-up and measurable learning experiments using fictional datasets and permission-aware practices. 4 self-paced written English lessons with original worked examples, practical exercises, explained answers and a self-assessed capstone. The material is AI-authored with independent AI editorial checks. Optional automated Course Tutor assistance is available in the protected LMS. Independent ZELVU sales-skills education. No live instructor classes, individual human marking, recorded lecture series, external professional certification, software licence, customer leads, employment or income guarantee is included. Practice uses supplied fictional business cases; software subscriptions and any real business implementation are separate. This is a standalone course with no bundle entitlement. It overlaps with B2B Sales on customer fit and with Inside Sales on follow-up, but focuses specifically on research quality, prospecting workflow and experiment measurement rather than full account selling or call delivery.

Who this is for

1. No specialist software is required. Learners should be able to calculate percentages and maintain a simple worksheet.
2. Use supplied fictional records for practice and keep real customer or confidential business information out of exercises.

Published topics and learning focus

1. Prospect Fit, Research Quality and Permission-Aware Lists
2. Relevant Messages, Channel Choice and Follow-Up Capacity
3. Prospecting Experiments, Funnel Measures and Learning Decisions
4. Capstone: Design a Measurable Prospecting Improvement Plan

Before you choose

1. These are published programme highlights, not certification of complete syllabus coverage. Review the available reading index and programme trial before enrolling.
2. ZELVU provides learning support. It does not award the underlying degree, professional registration or an examination result.
3. Current checkout terms and refund policy apply. Payment and access require successful provider verification.

Take the next step

Explore the programme trial

View current details, scope and terms

Ask ZELVU about this programme

Save this brochure for reference. Details can change: confirm the current programme page and checkout before making a purchase.