

Kick starting the Selling Process: Prospecting and Lead Generation

CMS Business School, Jain (Deemed-to-be University) organized a workshop on “Kick starting the Selling Process: Prospecting and Lead Generation” for final year MBA students on January 19, 2020.

The guest speakers of the event were Dr. Sudharshan Seshanna, Associate Professor, and Mr. Rahul Gupta, Assistant Professor, of CMS B-School, Jain (Deemed-to-be University) CMS B-School.

The workshop helped the students to understand the basics of selling process which involves database building, networking, prospecting and lead generation. The speakers threw a light on what is prospecting, how to build a database of a target audience, lead generation strategies and how to achieve sales target. Overall the workshop was a great learning experience for the students.

