Account Based Marketing for Enterprise Clients

Customer Service Management

Course Overview

Account Based Marketing for Enterprise Clients: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Account Based Marketing for Enterprise Clients
- Apply practical tools and techniques for Account Based Marketing for Enterprise Clients in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Account Based Marketing for Enterprise Clients in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Foundations of Account Based Marketing for Enterprise Clients: principles, terminology and context
2. The business case: why Account Based Marketing for Enterprise Clients matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Lagos	**$1,450**
16 to 20 Nov 2026	Pretoria	**$1,650**
23 to 27 Nov 2026	Harare	**$1,550**
7 to 11 Dec 2026	Cairo	**$1,550**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.