

Advanced Commercial Awareness

Sales and Marketing

Course Overview

Commercial Awareness: 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 Commercial Awareness
- Apply practical tools and techniques for Commercial Awareness in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Commercial Awareness in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Foundations of Commercial Awareness: principles, terminology and context
2. The business case: why Commercial Awareness 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)
12 to 16 Oct 2026	Cairo	\$1,395
19 to 23 Oct 2026	Online	\$700
26 to 30 Oct 2026	Pretoria	\$1,395
2 to 6 Nov 2026	Windhoek	\$1,395
9 to 13 Nov 2026	Dar es Salaam	\$1,395
16 to 20 Nov 2026	Gaborone	\$1,650
23 to 27 Nov 2026	Kigali	\$1,450
30 Nov to 4 Dec 2026	Cape Town	\$1,395
7 to 11 Dec 2026	Lusaka	\$1,395

LTC Consultants

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