Advanced Key Account Management Public Sales

Finance & Budgeting

Course Overview

Key Account Management Public Sales: 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 Key Account Management Public Sales
- Apply practical tools and techniques for Key Account Management Public Sales in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Key Account Management Public Sales 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 Key Account Management Public Sales: principles, terminology and context
2. The business case: why Key Account Management Public Sales 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)
14 to 18 Sep 2026	Cape Town	**$1,450**
28 Sep to 2 Oct 2026	Nairobi	**$1,450**
5 to 9 Oct 2026	Kampala	**$1,450**
19 to 23 Oct 2026	Durban	**$1,395**
26 to 30 Oct 2026	Accra	**$1,395**
9 to 13 Nov 2026	Online	**$800**
16 to 20 Nov 2026	Lagos	**$1,650**
30 Nov to 4 Dec 2026	Pretoria	**$1,550**

7 to 11 Dec 2026	Harare	**$1,450**

LTC Consultants
Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za
Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.