B2B Marketing and Lead Generation for Technical Sales

Sales and Marketing

Course Overview

B2B Marketing and Lead Generation for Technical Sales: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in B2B Marketing and Lead Generation for Technical Sales
- Apply practical tools and techniques for B2B Marketing and Lead Generation for Technical Sales in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine B2B Marketing and Lead Generation for Technical Sales 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. Setting the scene: B2B Marketing and Lead Generation for Technical Sales in today's organisation
2. Key concepts and the language of B2B Marketing and Lead Generation for Technical Sales
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating B2B Marketing and Lead Generation for Technical Sales with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
23 to 27 Nov 2026	Pretoria	**$1,650**
30 Nov to 4 Dec 2026	Windhoek	**$1,650**

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