Business Development Strategy, Pricing and Winning Proposals

Sales and Marketing

Course Overview

Business Development Strategy, Pricing and Winning Proposals: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa...

What You Will Achieve

- Explain the core principles and current good practice in Business Development Strategy, Pricing and Winning Proposals
- Apply practical tools and techniques for Business Development Strategy, Pricing and Winning Proposals in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Business Development Strategy, Pricing and Winning Proposals 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. Setting the scene: Business Development Strategy, Pricing and Winning Proposals in today's organisation
2. Key concepts and the language of Business Development Strategy, Pricing and Winning Proposals
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 Business Development Strategy, Pricing and Winning Proposals 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)
2 to 6 Nov 2026	Cape Town	**$1,650**
9 to 13 Nov 2026	Nairobi	**$1,650**
16 to 20 Nov 2026	Kampala	**$1,395**

23 to 27 Nov 2026	Durban	**$1,650**
30 Nov to 4 Dec 2026	Accra	**$1,550**

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