Commercial Negotiation Skills for Sales Professionals

Sales and Marketing

Course Overview

Commercial Negotiation Skills for Sales Professionals: 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 Commercial Negotiation Skills for Sales Professionals
- Apply practical tools and techniques for Commercial Negotiation Skills for Sales Professionals in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Commercial Negotiation Skills for Sales Professionals 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 Negotiation Skills for Sales Professionals: principles, terminology and context
2. The business case: why Commercial Negotiation Skills for Sales Professionals 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)
9 to 13 Nov 2026	Pretoria	**$1,450**
23 to 27 Nov 2026	Harare	**$1,450**
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.