

Consultative Selling and Key Account Growth

Sales and Marketing

Course Overview

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

Who Should Attend

Finance managers, accountants, analysts, budget holders and professionals responsible for financial planning, control or reporting.

Course Outline

1. Setting the scene: Consultative Selling and Key Account Growth in today's organisation
2. Key concepts and the language of Consultative Selling and Key Account Growth
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 Consultative Selling and Key Account Growth 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)
19 to 23 Oct 2026	Cape Town	\$1,450
26 to 30 Oct 2026	Lusaka	\$1,450
2 to 6 Nov 2026	Maputo	\$1,450
16 to 20 Nov 2026	Johannesburg	\$1,550
23 to 27 Nov 2026	Nairobi	\$1,650
30 Nov to 4 Dec 2026	Kampala	\$1,650

LTC Consultants

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