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)
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
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.