Conversational Commerce and WhatsApp Business Selling

Sales and Marketing

Course Overview

Conversational Commerce and WhatsApp Business Selling: 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 Conversational Commerce and WhatsApp Business Selling
- Apply practical tools and techniques for Conversational Commerce and WhatsApp Business Selling in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Conversational Commerce and WhatsApp Business Selling 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 Conversational Commerce and WhatsApp Business Selling: principles, terminology and context
2. The business case: why Conversational Commerce and WhatsApp Business Selling 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	Durban	**$1,650**
16 to 20 Nov 2026	Accra	**$1,395**
23 to 27 Nov 2026	Online	**$700**

30 Nov to 4 Dec 2026	Johannesburg	**$1,550**
7 to 11 Dec 2026	Lagos	**$1,450**

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