

Inbound and Telephone Sales Conversion

Sales and Marketing

Course Overview

Inbound and Telephone Sales Conversion: 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 Inbound and Telephone Sales Conversion
- Apply practical tools and techniques for Inbound and Telephone Sales Conversion in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Inbound and Telephone Sales Conversion 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. Setting the scene: Inbound and Telephone Sales Conversion in today's organisation
2. Key concepts and the language of Inbound and Telephone Sales Conversion
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 Inbound and Telephone Sales Conversion 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)
14 to 18 Sep 2026	Online	\$700
28 Sep to 2 Oct 2026	Pretoria	\$1,395
12 to 16 Oct 2026	Harare	\$1,450
19 to 23 Oct 2026	Cairo	\$1,650
2 to 6 Nov 2026	Windhoek	\$1,550
16 to 20 Nov 2026	Dar es Salaam	\$1,650
30 Nov to 4 Dec 2026	Gaborone	\$1,650

LTC Consultants

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