Outbound Telesales and Appointment Setting

Sales and Marketing

Course Overview

Outbound Telesales and Appointment Setting: 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 Outbound Telesales and Appointment Setting
- Apply practical tools and techniques for Outbound Telesales and Appointment Setting in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Outbound Telesales and Appointment Setting 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: Outbound Telesales and Appointment Setting in today's organisation
2. Key concepts and the language of Outbound Telesales and Appointment Setting
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 Outbound Telesales and Appointment Setting 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)
23 to 27 Nov 2026	Pretoria	**$1,395**
30 Nov to 4 Dec 2026	Windhoek	**$1,395**

LTC Consultants

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