Persuasion and Influencing Skills for Non Sales Professionals

Sales and Marketing

Course Overview

Persuasion and Influencing Skills for Non Sales Professionals: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa...

What You Will Achieve

- Explain the core principles and current good practice in Persuasion and Influencing Skills for Non Sales Professionals
- Apply practical tools and techniques for Persuasion and Influencing Skills for Non Sales Professionals in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Persuasion and Influencing Skills for Non Sales Professionals 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 Persuasion and Influencing Skills for Non Sales Professionals: principles, terminology and context
2. The business case: why Persuasion and Influencing Skills for Non Sales Professionals 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	Cape Town	**$1,550**
16 to 20 Nov 2026	Nairobi	**$1,650**
23 to 27 Nov 2026	Kampala	**$1,550**

30 Nov to 4 Dec 2026	Johannesburg	**$1,450**
7 to 11 Dec 2026	Durban	**$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.