Product Knowledge and Benefit Selling for Retail Staff

Sales and Marketing

Course Overview

Product Knowledge and Benefit Selling for Retail Staff: 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 Product Knowledge and Benefit Selling for Retail Staff
- Apply practical tools and techniques for Product Knowledge and Benefit Selling for Retail Staff in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Product Knowledge and Benefit Selling for Retail Staff in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

IT professionals, analysts, digital transformation leads and managers seeking to apply modern technology in their organisations.

Course Outline

1. Setting the scene: Product Knowledge and Benefit Selling for Retail Staff in today's organisation
2. Key concepts and the language of Product Knowledge and Benefit Selling for Retail Staff
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 Product Knowledge and Benefit Selling for Retail Staff 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	Accra	**$1,395**
9 to 13 Nov 2026	Online	**$800**
16 to 20 Nov 2026	Lagos	**$1,450**
23 to 27 Nov 2026	Pretoria	**$1,450**
30 Nov to 4 Dec 2026	Harare	**$1,395**

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