Relationship Selling for Banking and Insurance

Sales and Marketing

Course Overview

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

Who Should Attend

Finance managers, accountants, analysts, budget holders and professionals responsible for financial planning, control or reporting.

Course Outline

1. Foundations of Relationship Selling for Banking and Insurance: principles, terminology and context
2. The business case: why Relationship Selling for Banking and Insurance 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)
2 to 6 Nov 2026	Pretoria	**$1,550**
9 to 13 Nov 2026	Harare	**$1,650**
16 to 20 Nov 2026	Cairo	**$1,550**
23 to 27 Nov 2026	Online	**$700**
30 Nov to 4 Dec 2026	Windhoek	**$1,395**
7 to 11 Dec 2026	Dar es Salaam	**$1,650**

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