

# 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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**LTC Consultants**

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