Sales Enablement and Coaching for Sales Managers

Sales and Marketing

Course Overview

Sales Enablement and Coaching for Sales Managers: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live...

What You Will Achieve

- Explain the core principles and current good practice in Sales Enablement and Coaching for Sales Managers
- Apply practical tools and techniques for Sales Enablement and Coaching for Sales Managers in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Sales Enablement and Coaching for Sales Managers in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Foundations of Sales Enablement and Coaching for Sales Managers: principles, terminology and context
2. The business case: why Sales Enablement and Coaching for Sales Managers 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)
16 to 20 Nov 2026	Online	**$700**
7 to 11 Dec 2026	Lagos	**$1,550**

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