Sales Operations and CRM System Administration

Sales and Marketing

Course Overview

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

Who Should Attend

Executive assistants, office managers, administrators, coordinators and support professionals who keep organisations running.

Course Outline

1. Foundations of Sales Operations and CRM System Administration: principles, terminology and context
2. The business case: why Sales Operations and CRM System Administration 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	Gaborone	**$1,450**
7 to 11 Dec 2026	Kigali	**$1,650**

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