

Sales Presentation and Product Demonstration Skills

Sales and Marketing

Course Overview

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

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Sales Presentation and Product Demonstration Skills in today's organisation
2. Key concepts and the language of Sales Presentation and Product Demonstration Skills
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 Sales Presentation and Product Demonstration Skills 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)
14 to 18 Sep 2026	Johannesburg	\$1,395
28 Sep to 2 Oct 2026	Durban	\$1,650
12 to 16 Oct 2026	Lagos	\$1,450
2 to 6 Nov 2026	Online	\$700
16 to 20 Nov 2026	Pretoria	\$1,450
30 Nov to 4 Dec 2026	Harare	\$1,450

LTC Consultants

Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za

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