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 live...

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)
2 to 6 Nov 2026	Online	**$700**
16 to 20 Nov 2026	Pretoria	**$1,450**
30 Nov to 4 Dec 2026	Harare	**$1,450**

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