

# Sales Prospecting and New Business Development

Sales and Marketing

## Course Overview

Sales Prospecting and New Business Development: 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 Prospecting and New Business Development
- Apply practical tools and techniques for Sales Prospecting and New Business Development in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Sales Prospecting and New Business Development 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. Foundations of Sales Prospecting and New Business Development: principles, terminology and context
2. The business case: why Sales Prospecting and New Business Development 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) |
|----------------------|---------------|--------------------|
| 14 to 18 Sep 2026    | Dar es Salaam | \$1,650            |
| 28 Sep to 2 Oct 2026 | Online        | \$800              |
| 12 to 16 Oct 2026    | Pretoria      | \$1,395            |
| 26 to 30 Oct 2026    | Gaborone      | \$1,550            |
| 9 to 13 Nov 2026     | Kigali        | \$1,550            |

|                   |           |                |
|-------------------|-----------|----------------|
| 23 to 27 Nov 2026 | Cape Town | <b>\$1,650</b> |
| 7 to 11 Dec 2026  | Lusaka    | <b>\$1,395</b> |

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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.