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)
9 to 13 Nov 2026	Kigali	**$1,550**
23 to 27 Nov 2026	Cape Town	**$1,650**
7 to 11 Dec 2026	Lusaka	**$1,395**

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