Selling Professional and Consulting Services

Sales and Marketing

Course Overview

Selling Professional and Consulting Services: 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 Selling Professional and Consulting Services
- Apply practical tools and techniques for Selling Professional and Consulting Services in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Selling Professional and Consulting Services 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: Selling Professional and Consulting Services in today's organisation
2. Key concepts and the language of Selling Professional and Consulting Services
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 Selling Professional and Consulting Services 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	Accra	**$1,450**
9 to 13 Nov 2026	Online	**$750**
16 to 20 Nov 2026	Lagos	**$1,395**
23 to 27 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.