

Selling to Government and Public Sector Buyers

Sales and Marketing

Course Overview

Selling to Government and Public Sector Buyers: 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 to Government and Public Sector Buyers
- Apply practical tools and techniques for Selling to Government and Public Sector Buyers in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Selling to Government and Public Sector Buyers 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 to Government and Public Sector Buyers in today's organisation
2. Key concepts and the language of Selling to Government and Public Sector Buyers
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 to Government and Public Sector Buyers 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)
21 to 25 Sep 2026	Online	\$800
28 Sep to 2 Oct 2026	Pretoria	\$1,650
5 to 9 Oct 2026	Harare	\$1,550
12 to 16 Oct 2026	Cairo	\$1,650
19 to 23 Oct 2026	Windhoek	\$1,395
2 to 6 Nov 2026	Dar es Salaam	\$1,650
9 to 13 Nov 2026	Gaborone	\$1,650

16 to 20 Nov 2026	Kigali	\$1,395
23 to 27 Nov 2026	Cape Town	\$1,395
30 Nov to 4 Dec 2026	Lusaka	\$1,395

LTC Consultants

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