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)
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**

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