

Trade Marketing and Merchandising Excellence

Sales and Marketing

Course Overview

Trade Marketing and Merchandising Excellence: 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 Trade Marketing and Merchandising Excellence
- Apply practical tools and techniques for Trade Marketing and Merchandising Excellence in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Trade Marketing and Merchandising Excellence 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 Trade Marketing and Merchandising Excellence: principles, terminology and context
2. The business case: why Trade Marketing and Merchandising Excellence 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)
21 to 25 Sep 2026	Cape Town	\$1,650
28 Sep to 2 Oct 2026	Lusaka	\$1,395
12 to 16 Oct 2026	Maputo	\$1,650
19 to 23 Oct 2026	Johannesburg	\$1,395
2 to 6 Nov 2026	Nairobi	\$1,550
9 to 13 Nov 2026	Kampala	\$1,650
16 to 20 Nov 2026	Durban	\$1,550

30 Nov to 4 Dec 2026	Accra	\$1,450
7 to 11 Dec 2026	Online	\$700

LTC Consultants

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