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)
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**

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