Value Proposition Design and Sales Messaging

Sales and Marketing

Course Overview

Value Proposition Design and Sales Messaging: 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 Value Proposition Design and Sales Messaging
- Apply practical tools and techniques for Value Proposition Design and Sales Messaging in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Value Proposition Design and Sales Messaging 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 Value Proposition Design and Sales Messaging: principles, terminology and context
2. The business case: why Value Proposition Design and Sales Messaging 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	Gaborone	**$1,650**
9 to 13 Nov 2026	Kigali	**$1,395**
16 to 20 Nov 2026	Cape Town	**$1,395**
30 Nov to 4 Dec 2026	Lusaka	**$1,395**
7 to 11 Dec 2026	Maputo	**$1,395**

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