Writing Persuasive Marketing and Sales Copy for Business Teams

Corporate Communications

Course Overview

Writing Persuasive Marketing and Sales Copy for Business Teams: a 5-day professional training course from LTC Consultants, delivered in-classroom across...

What You Will Achieve

- Explain the core principles and current good practice in Writing Persuasive Marketing and Sales Copy for Business Teams
- Apply practical tools and techniques for Writing Persuasive Marketing and Sales Copy for Business Teams in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Writing Persuasive Marketing and Sales Copy for Business Teams 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: Writing Persuasive Marketing and Sales Copy for Business Teams in today's organisation
2. Key concepts and the language of Writing Persuasive Marketing and Sales Copy for Business Teams
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 Writing Persuasive Marketing and Sales Copy for Business Teams 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	Kigali	**$1,395**
9 to 13 Nov 2026	Online	**$800**
23 to 27 Nov 2026	Cape Town	**$1,650**

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.