



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Client Process Communication And Follow Up Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 115500 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips participants with the skills to manage client communication processes effectively, ensuring professional and timely follow-up. It focuses on structuring interactions, handling queries, and maintaining client relationships to enhance service delivery.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	115500
Accreditation	SAQA Accredited · NQF Level 4 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply structured communication processes to manage client interactions from initiation to closure.
- Analyze client feedback to identify areas for improvement in communication and follow-up.
- Evaluate the effectiveness of follow-up strategies using key performance indicators.
- Design a systematic follow-up plan that aligns with client expectations and organizational standards.
- Implement communication protocols that ensure consistency and professionalism across all client touchpoints.
- Demonstrate the ability to handle difficult client conversations with empathy and resolution.

WHO SHOULD ATTEND

- This course is designed for client-facing staff, including account managers, sales representatives, and customer service agents, who need to improve their communication and follow-up processes.

COURSE OUTLINE

Day 1: Client Process Communication and Follow Up

- Introduction to client process communication: importance and key concepts
- Stages of client communication: initial contact, needs assessment, proposal, and follow-up
- Effective verbal and written communication techniques for client engagement
- Strategies for managing client expectations and handling objections
- Documentation and tracking of client interactions using CRM tools
- Follow-up protocols: timing, methods, and best practices
- Building long-term client relationships through consistent communication
- Practical exercises: role-playing client scenarios and feedback

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **4 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 12,800.00	R 12,800.00
1	In-House	R 16,600.00	R 16,600.00
1	On-Campus (Pretoria)	R 19,200.00	R 19,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	03 Aug 2026	On-Campus	Johannesburg, South Africa
04 Aug 2026	04 Aug 2026	On-Campus	Mauritius
05 Aug 2026	05 Aug 2026	On-Campus	Cape Town, South Africa
06 Aug 2026	06 Aug 2026	On-Campus	Dubai, UAE
07 Aug 2026	07 Aug 2026	On-Campus	Pretoria, South Africa
07 Aug 2026	07 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	10 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	10 Aug 2026	On-Campus	Mauritius

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 115500) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza, 1122 Burnett St, Hatfield 0028, Pretoria, Gauteng, South Africa
Tel: +27 12 004 8389 · WhatsApp: +27 65 077 6310 · apply@aaticd.co.za · www.aaticd.co.za