



Accredited Africa Training Institute for Capacity Development

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

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COURSE BROCHURE

Sales And Marketing Strategy Implementation Training

Services / Cleaning, Domestic, Hiring, Property and Rescue Services

Unit Standard 115845 · NQF Level 4 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the practical skills and strategic frameworks needed to implement integrated sales and marketing strategies effectively. Participants will learn to align sales and marketing efforts with organisational goals, manage resources, and monitor performance to drive sustainable business growth.

Category	Services
Subfield	Cleaning, Domestic, Hiring, Property and Rescue Services
Unit Standard	115845
Accreditation	SAQA Accredited · NQF Level 4 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply strategic planning tools to develop an integrated sales and marketing strategy aligned with organisational objectives.
- Analyze market trends, customer data, and competitor activity to inform strategic decisions.
- Evaluate the effectiveness of sales and marketing tactics using key performance indicators and adjust plans accordingly.
- Design implementation plans that allocate resources, set timelines, and assign responsibilities.
- Implement sales and marketing initiatives while managing cross-functional collaboration and stakeholder communication.
- Demonstrate the ability to monitor and review strategy execution to ensure continuous improvement.

WHO SHOULD ATTEND

- This course is designed for sales and marketing managers, business owners, and professionals responsible for developing or executing sales and marketing strategies within their organisations.

COURSE OUTLINE

Day 1: Foundations of Sales and Marketing Strategy

- Overview of sales and marketing strategy integration.
- Components of a marketing plan: situation analysis, objectives, strategies, tactics.
- Conducting market research: primary and secondary data.
- Customer segmentation, targeting, and positioning (STP).
- Developing a value proposition.
- Sales planning: setting targets, territory management, and forecasting.
- Budgeting and resource allocation for sales and marketing.
- Introduction to key performance indicators (KPIs) for strategy implementation.

Day 2: Advanced Implementation and Practical Integration

- Advanced promotional mix: advertising, public relations, digital marketing, and personal selling.
- Sales process and customer relationship management (CRM).
- Channel management and distribution strategies.
- Pricing strategies and tactics.
- Implementation planning: action plans, timelines, and responsibilities.
- Monitoring and evaluation: setting KPIs, dashboards, and review cycles.
- Continuous improvement: feedback loops and strategy adjustment.
- Presentation and communication of the strategy to stakeholders.

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 **5 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 15,400.00	R 15,400.00
1	In-House	R 20,000.00	R 20,000.00
1	On-Campus (Pretoria)	R 23,100.00	R 23,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	11 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Mauritius
18 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa

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 115845) 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.

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