



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

Identifying Potential and Existing Customers

Business, Commerce and Management Studies / Marketing

Unit Standard 252193 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the skills to identify both potential and existing customers of a business. Participants will learn to analyze customer profiles, apply segmentation techniques, and evaluate customer data to effectively target marketing and sales efforts. The course ensures that learners can contribute to business growth by recognizing and engaging the right customer base.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252193
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 customer segmentation techniques to classify potential and existing customers.
- Analyze customer data to identify key characteristics of target markets.
- Evaluate different sources of customer information for reliability and relevance.
- Demonstrate the ability to compile a list of potential and existing customers.
- Implement strategies to engage with identified customer segments.
- Assess the effectiveness of customer identification methods used in the business.

WHO SHOULD ATTEND

- This course is designed for sales representatives, marketing assistants, customer service officers, and small business owners who need to identify and engage with customers.
- It is also suitable for anyone entering a customer-facing role in a corporate environment.

COURSE OUTLINE

Day 1: Identifying Potential and Existing Customers

- Introduction to customer identification and its role in business.
- Characteristics of potential vs. existing customers.
- Sources for identifying potential customers: referrals, databases, social media, networking.
- Methods for gathering customer information: surveys, interviews, observation.
- Tools for managing customer data: CRM systems, spreadsheets.
- Legal and ethical considerations in customer data collection.
- Practical exercise: Creating a customer profile.
- Review and assessment.

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
31 Jul 2026	31 Jul 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	03 Aug 2026	On-Campus	Cape Town, South Africa
04 Aug 2026	04 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	05 Aug 2026	On-Campus	Pretoria, South Africa
05 Aug 2026	05 Aug 2026	On-Campus	Lagos, Nigeria
06 Aug 2026	06 Aug 2026	On-Campus	Johannesburg, South Africa
07 Aug 2026	07 Aug 2026	On-Campus	Mauritius
10 Aug 2026	10 Aug 2026	On-Campus	Dubai, UAE

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 252193) 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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