



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

Professional Sales Visit Techniques

Health Sciences and Social Services / Curative Health

Unit Standard 259359 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the professional skills and techniques required to plan, conduct, and follow up on sales visits in a business environment. Participants will learn how to prepare effectively, engage clients professionally, and achieve sales objectives while adhering to organisational standards.

Category	Health Sciences and Social Services
Subfield	Curative Health
Unit Standard	259359
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Plan and prepare for a professional sales visit in accordance with organisational procedures.
- Apply effective communication and questioning techniques during the sales visit.
- Demonstrate the ability to present products or services and handle objections professionally.
- Evaluate the outcomes of the sales visit and document key information.
- Implement follow-up actions to maintain client relationships and progress sales opportunities.

WHO SHOULD ATTEND

- Sales representatives, account managers, business development officers, and any professionals who conduct sales visits as part of their role.

COURSE OUTLINE

Day 1: Foundations of Professional Sales

- Introduction to professional sales visits
- Ethics and professionalism in sales
- Overview of the sales process: prospecting, preparation, approach, presentation, handling objections, closing, follow-up
- Understanding customer needs and buying behaviour
- Communication fundamentals: verbal and non-verbal cues

Day 2: Pre-Visit Preparation and Planning

- Prospecting and lead qualification techniques
- Researching the customer: company, industry, and decision-makers
- Setting visit objectives: SMART criteria
- Preparing the sales presentation: tailoring to customer needs
- Organizing sales collateral and demonstration tools

Day 3: Conducting the Sales Visit

- Opening the visit: rapport building and agenda setting
- Needs discovery: SPIN questioning technique
- Presenting solutions: features, advantages, benefits (FAB)
- Handling objections: LAARC model (Listen, Acknowledge, Assess, Respond, Confirm)
- Trial closes and gaining commitment

Day 4: Post-Visit Follow-Up and Relationship Management

- Post-visit documentation and debriefing
- Follow-up strategies: phone, email, and next steps
- Building long-term customer relationships
- Introduction to CRM: logging interactions and pipeline management
- Self-evaluation and feedback for performance improvement

Day 5: Advanced Sales Techniques and Practical Integration

- Advanced negotiation: creating win-win outcomes
- Closing techniques: assumptive, alternative choice, summary
- Handling difficult customers and situations
- Role-play and simulated sales visits
- Personal development plan and course review

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 **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, 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 259359) 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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