



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 Support Services for Customer Success

Services / Wholesale and Retail

Unit Standard 259886 · NQF Level 4 · 16 Credits · 13 Days

COURSE OVERVIEW

This course equips participants with the skills to conduct professional sales and support services that drive customer success. Learners will master techniques for identifying customer needs, presenting solutions, handling objections, and providing post-sale support to ensure satisfaction and loyalty.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	259886
Accreditation	SAQA Accredited · NQF Level 4 · 16 Credits
Duration	13 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply sales techniques to identify customer needs and present appropriate products or services.
- Demonstrate effective communication skills to build rapport and trust with customers.
- Analyze customer objections and provide suitable responses to close sales.
- Implement post-sale support procedures to ensure customer satisfaction and retention.
- Evaluate own sales performance and identify areas for improvement.
- Design a customer support plan that addresses common issues and escalations.

WHO SHOULD ATTEND

- Sales representatives, customer service agents, and support staff who interact directly with customers and are responsible for driving sales and delivering ongoing support.

COURSE OUTLINE

Day 1: Introduction to Customer Success and Sales Support

- Overview of customer success vs. customer service
- The business case for customer success
- Roles and responsibilities in sales support
- Introduction to the unit standard 259886
- Key metrics: retention, churn, NPS, CLV

Day 2: Understanding Customer Needs and Expectations

- Needs analysis frameworks (e.g., SPIN, BANT)
- Active listening and empathy in practice
- Customer journey mapping basics
- Identifying moments of truth
- Setting realistic expectations

Day 3: Effective Communication in Sales Support

- Verbal communication best practices
- Written communication: tone, clarity, structure
- Customer personas and communication preferences
- Objection handling techniques (LAARC, Feel-Felt-Found)
- De-escalation strategies

Day 4: Product Knowledge and Value Proposition

- Building product expertise through research
- Feature-benefit mapping
- Creating compelling value statements
- Handling technical queries
- Continuous learning strategies

Day 5: Sales Support Processes and Tools

- Sales support lifecycle: lead to renewal
- CRM fundamentals (e.g., Salesforce, HubSpot)
- Lead management and scoring
- Automation tools for follow-ups
- Data privacy and POPIA compliance

Day 6: Handling Customer Complaints and Escalations

- Complaint handling models (HEAT, AIDET)
- Empathy and validation techniques
- Service level agreements (SLAs)
- Escalation protocols
- Complaint analysis for improvement

Day 7: Building Customer Relationships and Trust

- Trust-building principles
- Proactive engagement strategies
- Ethical upselling and cross-selling
- Relationship health scoring

- Account planning basics

Day 8: Team Collaboration and Internal Support

- Cross-functional collaboration best practices
- Customer feedback loops
- Effective meeting participation
- Internal communication platforms (Slack, Teams)
- Conflict resolution within teams

Day 9: Data Analysis for Customer Success

- Key performance indicators (churn, retention, NPS)
- Data visualization tools (Excel, Google Data Studio)
- Predictive indicators of churn
- Creating action plans from data
- Reporting best practices

Day 10: Customer Success Planning and Strategy

- Customer success planning frameworks
- Setting SMART milestones
- Segmentation and tiered support
- Quarterly business reviews (QBRs)
- Continuous improvement cycles

Day 11: Technology and Automation in Customer Success

- Overview of customer success software
- Automation of onboarding and check-ins
- AI chatbots for first-line support
- Self-service knowledge bases
- Integration and security considerations

Day 12: Advanced Communication and Negotiation

- Difficult conversation frameworks (SBI, NVC)
- Negotiation tactics (BATNA, anchoring)
- Persuasion principles (Cialdini)
- Conflict resolution styles
- Building influence in customer relationships

Day 13: Integration, Assessment, and Action Planning

- Capstone simulation: end-to-end customer success cycle
- Self-assessment against unit standard outcomes
- Personal development planning
- Peer feedback and reflection
- Assessment preparation and portfolio guidance

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 **16 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 43,500.00	R 43,500.00
1	In-House	R 56,600.00	R 56,600.00
1	On-Campus (Pretoria)	R 65,200.00	R 65,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
04 Aug 2026	20 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa
05 Aug 2026	21 Aug 2026	On-Campus	Lagos, Nigeria
06 Aug 2026	24 Aug 2026	On-Campus	Johannesburg, South Africa
07 Aug 2026	25 Aug 2026	On-Campus	Mauritius
10 Aug 2026	26 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	27 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	28 Aug 2026	On-Campus	Abu Dhabi, 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 259886) 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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