



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

Identify Customers and Generate Selling Opportunities

Services / Wholesale and Retail

Unit Standard 259917 · NQF Level 4 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to identify potential customers and generate selling opportunities within a retail or service environment. Participants will learn to apply sales techniques, build customer relationships, and recognise opportunities to promote products or services effectively.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	259917
Accreditation	SAQA Accredited · NQF Level 4 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify potential customers using appropriate questioning and observation techniques.
- Apply communication strategies to build rapport and trust with customers.
- Analyse customer needs and preferences to match with suitable products or services.
- Demonstrate the ability to recognise and act on selling opportunities.
- Implement closing techniques to finalise sales and generate repeat business.
- Evaluate own sales performance and identify areas for improvement.

WHO SHOULD ATTEND

- This course is designed for retail sales staff, customer service representatives, and anyone involved in direct customer interaction who seeks to improve their selling skills and enhance customer engagement.

COURSE OUTLINE

Day 1: Understanding the Customer and Sales Environment

- What is a customer? Internal vs external customers
- Customer needs and expectations
- The sales process overview
- The business environment and market trends
- Factors influencing buying behaviour
- Ethical considerations in selling

Day 2: Identifying and Segmenting Customers

- Sources for identifying potential customers
- Customer segmentation criteria (demographics, behaviour, etc.)
- Creating customer profiles
- Targeting and positioning
- Practical tools for customer identification

Day 3: Generating and Qualifying Selling Opportunities

- Prospecting techniques (cold calling, referrals, networking)
- Lead qualification frameworks (BANT, CHAMP)
- Opportunity prioritisation matrix
- Using CRM systems to track opportunities
- Overcoming objections in initial contact

Day 4: Building Customer Relationships and Closing Sales

- Relationship building strategies
- Active listening and questioning skills
- Presenting features and benefits
- Handling objections and rejections
- Closing techniques (trial close, assumptive close)
- Follow-up and after-sales service

Day 5: Integrating Skills and Practical Application

- Review of key concepts from Days 1-4
- Role-play exercises: customer identification and opportunity generation
- Feedback and coaching
- Personal selling style assessment
- Action planning for workplace application
- Course 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 **8 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 23,000.00	R 23,000.00
1	In-House	R 29,900.00	R 29,900.00
1	On-Campus (Pretoria)	R 34,500.00	R 34,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	07 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	07 Aug 2026	On-Campus	Cape Town, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Mauritius
03 Aug 2026	07 Aug 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, 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 259917) 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