



## 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

# Actionable Selling Skills

Custom Courses / Marketing and Sales

Unit Standard AATICD-0014 · NQF Level 5 · 10 Credits · 5 Days

## COURSE OVERVIEW

This course equips sales professionals with practical, actionable techniques to excel in today's competitive market. Participants will learn to build rapport, uncover customer needs, handle objections, and close deals effectively, leading to increased sales performance and customer satisfaction.

|                 |                                            |
|-----------------|--------------------------------------------|
| Category        | Custom Courses                             |
| Subfield        | Marketing and Sales                        |
| Unit Standard   | AATICD-0014                                |
| Accreditation   | SAQA Accredited · NQF Level 5 · 10 Credits |
| Duration        | 5 days                                     |
| Training Method | Online, On-Campus, In-House                |
| Certificate     | Issued via AATICD LMS – verifiable online  |

## LEARNING OUTCOMES

- Apply a structured sales process to manage opportunities from prospecting to closing.
- Analyze customer needs and buying behavior to tailor sales presentations effectively.
- Implement advanced questioning techniques to uncover hidden objections and buyer motivations.
- Demonstrate effective presentation and communication skills to convey value propositions clearly.
- Evaluate and handle objections using proven strategies to maintain momentum and trust.
- Design a personal action plan to continuously improve selling skills and achieve sales targets.

## WHO SHOULD ATTEND

- This course is ideal for sales representatives, account managers, business development executives, and anyone involved in selling products or services who wants to enhance their selling skills and achieve measurable results.

## COURSE OUTLINE

### Day 1: Understanding the Sales Landscape

- The evolution of selling: from transactional to consultative
- The South African sales context: market trends and regulations
- Buyer personas and the customer journey
- Ethics and professionalism in selling
- Overview of the sales funnel and pipeline management
- Introduction to sales technology and CRM tools

### Day 2: Mastering Communication and Rapport

- The communication process: encoding, decoding, feedback
- Non-verbal communication: body language, tone, and appearance
- Building rapport: mirroring, matching, and empathy
- Active listening: techniques and barriers
- Questioning techniques: open, closed, probing, and reflective
- Personality styles (e.g., DISC) and adapting your approach

### Day 3: Prospecting and Qualifying Leads

- Prospecting strategies: cold calling, networking, referrals, social selling
- Lead generation sources and their effectiveness
- Qualification frameworks: BANT, CHAMP, and MEDDIC
- Crafting an effective elevator pitch
- Pipeline management: stages, metrics, and forecasting
- Time management for sales professionals

### Day 4: Presenting Solutions and Handling Objections

- Presentation skills: structuring, storytelling, and visual aids
- Demonstrating value: linking features to benefits
- Common objections and response frameworks (e.g., LAARC)
- Negotiation principles and tactics
- Closing techniques: assumptive, urgency, and choice closes
- Gaining commitment and next steps

### Day 5: Building Customer Relationships and Self-Development

- Customer relationship management: post-sale support, upselling, cross-selling
- Building long-term partnerships: trust and credibility
- Personal development: goal setting, self-reflection, and learning
- Using sales analytics and CRM data to improve performance
- Emotional intelligence: self-awareness, self-regulation, and empathy
- Creating a personal sales improvement plan

## 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 **10 NQF credits** at **NQF Level 5**.

## PRICING (PER DELEGATE, EX-VAT)

| Delegates | Training Method      | Price per Delegate | Total       |
|-----------|----------------------|--------------------|-------------|
| 1         | Online               | R 17,700.00        | R 17,700.00 |
| 1         | In-House             | R 23,100.00        | R 23,100.00 |
| 1         | On-Campus (Pretoria) | R 26,700.00        | R 26,700.00 |

## UPCOMING SESSIONS

| Start       | End         | Method    | Venue                    |
|-------------|-------------|-----------|--------------------------|
| 24 Aug 2026 | 28 Aug 2026 | On-Campus | Victoria Falls, Zimbabwe |
| 24 Aug 2026 | 28 Aug 2026 | On-Campus | Bangkok, Thailand        |
| 31 Aug 2026 | 04 Sep 2026 | On-Campus | Lusaka, Zambia           |
| 31 Aug 2026 | 04 Sep 2026 | On-Campus | London, UK               |
| 07 Sep 2026 | 11 Sep 2026 | On-Campus | Mauritius                |
| 07 Sep 2026 | 11 Sep 2026 | On-Campus | Pretoria, South Africa   |
| 07 Sep 2026 | 11 Sep 2026 | On-Campus | Abu Dhabi, UAE           |
| 07 Sep 2026 | 11 Sep 2026 | On-Campus | Harare, Zimbabwe         |

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

## HOW TO GET A QUOTE OR APPLY

- Get an instant quotation online:** visit [www.aaticd.co.za](http://www.aaticd.co.za), open the page for this course (Unit Standard AATICD-0014) 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.
- 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](mailto:apply@aaticd.co.za) – our team will reply with a formal quotation.
- 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.
- 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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