



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

Core Marketing and Sales Skills for Business Professionals

Custom Courses / Marketing and Sales

Unit Standard AATICD-0015 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips business professionals with core marketing and sales skills to drive business growth and customer engagement in a competitive marketplace. Participants will learn to apply strategic marketing principles and effective sales techniques to achieve organizational objectives and enhance customer relationships.

Category	Custom Courses
Subfield	Marketing and Sales
Unit Standard	AATICD-0015
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 fundamental marketing principles to develop customer-centric strategies.
- Demonstrate effective sales techniques to identify customer needs and close deals.
- Analyze market trends and competitor activities to inform marketing decisions.
- Design a basic marketing plan aligned with organizational goals.
- Implement customer relationship management (CRM) practices to enhance client retention.
- Evaluate the effectiveness of marketing and sales activities using key performance indicators.

WHO SHOULD ATTEND

- This course is designed for business professionals, sales representatives, marketing coordinators, and managers seeking to strengthen their marketing and sales competencies to improve performance and contribute to business success.

COURSE OUTLINE

Day 1: Foundations of Marketing and Sales

- Introduction to marketing and sales: definitions and importance
- The marketing mix (4 Ps): Product, Price, Place, Promotion
- Market segmentation, targeting, and positioning (STP)
- Understanding customer needs and behaviour
- Overview of the sales process: prospecting to closing

Day 2: Developing a Marketing Strategy

- SWOT analysis and competitive analysis
- Crafting a value proposition
- Elements of a marketing plan: goals, budget, tactics
- Branding fundamentals: identity, positioning, consistency
- Introduction to digital marketing channels and metrics

Day 3: Sales Techniques and Communication

- Consultative vs. transactional selling
- SPIN selling and similar frameworks
- Effective communication: verbal and non-verbal
- Objection handling models (e.g., LAARC)
- Closing techniques and follow-up strategies

Day 4: Customer Relationship Management and Sales Management

- Introduction to CRM: benefits and features
- Sales pipeline stages and management
- Sales forecasting methods
- Key performance indicators (KPIs) for sales
- Key account management and customer retention

Day 5: Integrated Marketing and Sales Strategy

- Aligning marketing and sales goals
- Integrated marketing communications (IMC)
- Measuring and analysing campaign effectiveness
- Budgeting and resource allocation
- Ethics and compliance in marketing and sales

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 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
17 Aug 2026	21 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	21 Aug 2026	On-Campus	Shenzhen, China
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
31 Aug 2026	04 Sep 2026	On-Campus	Lusaka, Zambia
31 Aug 2026	04 Sep 2026	On-Campus	London, UK

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 AATICD-0015) 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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