



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

Consultative and Digital Selling Masterclass

Custom Courses / Information Technology (IT) and Digital Skills

Unit Standard AATICD-0095 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This masterclass equips sales professionals with advanced consultative selling techniques and digital tools to thrive in a modern, technology-driven marketplace. Participants will learn to build trust, uncover client needs, and leverage digital channels for effective customer engagement and closing.

Category	Custom Courses
Subfield	Information Technology (IT) and Digital Skills
Unit Standard	AATICD-0095
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 consultative selling principles to diagnose client needs and propose tailored solutions.
- Analyze customer buying behaviour and decision-making processes to align sales strategies.
- Evaluate digital selling tools and platforms (e.g., CRM, social selling, video conferencing) for optimal client engagement.
- Design a consultative sales conversation framework that integrates digital touchpoints.
- Demonstrate effective virtual presentation and negotiation skills to close deals remotely.
- Implement a personal digital selling plan to build pipeline and measure performance.

WHO SHOULD ATTEND

- Sales representatives, account managers, business development executives, and entrepreneurs who want to transition from transactional to consultative selling and harness digital platforms for sales success.

COURSE OUTLINE

Day 1: Foundations of Consultative Selling

- Introduction to consultative selling vs traditional selling
- The buyer's journey in a digital context
- Core principles: empathy, active listening, and value creation
- The SPIN (Situation, Problem, Implication, Need-payoff) questioning framework
- Building rapport and credibility with prospects

Day 2: Mastering Sales Conversations & Needs Analysis

- Advanced questioning: open-ended, probing, and reflective questions
- The Challenger Sale approach: teaching, tailoring, and taking control
- Needs analysis templates and tools
- Handling objections with empathy and logic
- Role-play: conducting a consultative discovery call

Day 3: Digital Selling Channels & Tools

- Overview of digital selling: social selling, email, and video
- Building a LinkedIn profile for sales success
- Using CRM to track and nurture leads
- Creating value-driven email sequences
- Video selling best practices (Zoom, Teams, Loom)

Day 4: Data-Driven Sales Strategy & Personalisation

- Data analytics for sales: lead scoring and segmentation
- Account-based selling: targeting high-value accounts
- Personalisation at scale: using automation tools
- Sales metrics: conversion rates, pipeline velocity, and ROI
- A/B testing for email and social campaigns

Day 5: Integration, Closing & Continuous Improvement

- The hybrid sales model: blending human touch with digital tools
- Consultative closing: gaining commitment without pressure
- Post-sale follow-up and customer retention strategies
- Building a sales playbook for your team
- Creating a personal development roadmap

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-0095) 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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