



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Business to Business Marketing and Lead Generation

3 day course

Classroom, online or in-house

Course overview

Business buying involves several people with different concerns, takes months, and is rarely triggered by an advertisement, which makes consumer marketing technique a poor fit. This course covers what does work. Delegates work through the buying group and the different questions a technical evaluator, a user and a finance approver each need answered, the long buying cycle and staying present through it, and lead generation across content, events, referral, outbound and partnerships. Lead qualification and the definition of a lead that sales will accept are covered, since the argument between sales and marketing is usually about this. Nurture and follow up follow. Account based approaches are addressed. The course closes on measurement across a long cycle and on the pipeline arithmetic behind a target.

What you will learn

- Address the different concerns within a buying group
- Stay present through a long buying cycle
- Generate leads across content, events, referral and partnerships
- Define a qualified lead that sales will accept
- Design nurture and follow up that does not annoy
- Apply account based approaches to named targets
- Measure across a long cycle and work back from a revenue target

Who should attend

- Business to business marketing staff
- Sales and business development professionals
- Product and industry marketing managers
- Agency staff serving business clients
- Business owners selling to organisations

Course outline

- 01 Several buyers, months of consideration
- 02 The buying group and its different concerns
- 03 The long cycle and staying present
- 04 Content, events and referral generation
- 05 Outbound and partnership channels
- 06 Lead qualification and definitions sales accept
- 07 Nurture and follow up
- 08 Account based approaches and pipeline arithmetic

Upcoming dates

Dates	Venue	Format	Fee per delegate
9 to 11 November 2026	Cape Town, South Africa	Classroom	R14,950
25 to 27 November 2026	Online	Online	R6,500
8 to 10 March 2027	Maputo, Mozambique	Classroom	USD 995



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

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