



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Commercial Writing for Marketing and Proposals

2 day course

Classroom, online or in-house

Course overview

Commercial writing fails in a specific way: it describes the seller at length, uses words the reader would never say aloud, and buries the one sentence the decision rests on. This course corrects all three. Delegates work through writing for a named reader with a decision to make, and opening with what matters to them rather than with the organisation's history. Structure is covered, including leading with the conclusion and making a document skimmable for a reader who will not read every line. Turning a feature into a consequence the reader cares about is practised. Evidence, proof and the claims that require substantiation follow. Editing is treated as the majority of the work, including cutting a draft substantially without losing meaning. Proposal specifics are covered: answering the question asked, and writing to an evaluation scheme. The course closes on tone, on plain language and on writing under deadline.

What you will learn

- Write for a named reader with a decision to make
- Open with what matters to the reader
- Lead with the conclusion and make a document skimmable
- Turn a feature into a consequence the reader cares about
- Substantiate claims with evidence and proof
- Cut a draft substantially without losing meaning
- Answer the question asked and write to an evaluation scheme

Who should attend

- Marketing and communications staff
- Bid and proposal writers
- Business development professionals
- Consultants writing client facing documents
- Technical specialists asked to write for customers

Course outline

- 01 Describing the seller at length
- 02 Writing for a named reader
- 03 Opening on what matters to them
- 04 Leading with the conclusion
- 05 Features into consequences
- 06 Evidence and substantiation
- 07 Editing and cutting
- 08 Proposals, evaluation schemes and deadlines

Upcoming dates



Dates	Venue	Format	Fee per delegate
7 to 8 October 2026	Lusaka, Zambia	Classroom	USD 795
27 to 28 October 2026	Durban, South Africa	Classroom	R11,950
3 to 4 February 2027	Addis Ababa, Ethiopia	Classroom	USD 795
10 to 11 February 2027	Maseru, Lesotho	Classroom	R11,950

Fees and how to register

This 2 day course is **R6,500** per delegate online, **R11,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 795** 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**.

AfriScience Group | +27 61 536 6531 | info@afriScience.co.za | Pretoria, Gauteng, South Africa