



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Customer Relationship Management and Sales Operations

3 day course

Classroom, online or in-house

Course overview

Sales systems are bought to give management visibility and are experienced by salespeople as administration, which is why the data in them is incomplete and the forecast built on it is wrong. This course addresses that. Delegates work through the pipeline stages and definitions that make a forecast comparable across a team, data capture designed around what a salesperson will actually do, and lead management from capture through qualification to handover. Territory, quota and account assignment in the system are covered. Reporting and dashboards that answer management questions follow. Integration with marketing and service is addressed. The course closes on adoption, on the incentives that produce clean data, and on what to do with a system nobody uses.

What you will learn

- Define pipeline stages so a forecast is comparable across the team
- Design data capture around what salespeople will actually do
- Manage leads from capture through qualification to handover
- Configure territory, quota and account assignment
- Build reporting that answers management questions
- Integrate with marketing and service functions
- Drive adoption and recover a system nobody uses

Who should attend

- Sales operations and enablement staff
- Sales managers and directors
- Marketing staff handing leads to sales
- System administrators supporting sales platforms
- Business owners implementing a sales system

Course outline

- 01 Visibility for management, administration for sellers
- 02 Pipeline stages and definitions
- 03 Data capture people will actually complete
- 04 Lead management and qualification
- 05 Territory, quota and assignment
- 06 Reporting and dashboards
- 07 Integration with marketing and service
- 08 Adoption, incentives and recovering a failed system

Upcoming dates

Dates	Venue	Format	Fee per delegate
26 to 28 October 2026	Lagos, Nigeria	Classroom	USD 995
2 to 4 November 2026	Online	Online	R6,500
6 to 8 January 2027	Cape Town, South Africa	Classroom	R14,950

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**.

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