



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Selling to Government and Development Institutions

3 day course

Classroom, online or in-house

Course overview

Public and donor funded buyers cannot be sold to the way a company can, because the decision is bound by procurement rules that limit what may be discussed and when. This course covers working inside those rules. Delegates work through how public procurement decisions are actually made, the budget cycle that determines when money exists, and the difference between influencing a specification legitimately and disqualifying yourself. Registration, prequalification and framework arrangements are covered. Understanding a tender document properly follows, including the evaluation criteria that decide the outcome and the mandatory requirements that eliminate on a technicality. Pricing for public buyers is addressed, including transparency expectations. Development institution procurement and its own rules are covered. Relationship building within the limits allowed follows. The course closes on debriefs, on challenge procedures and on building a record that supports the next bid.

What you will learn

- Explain how public procurement decisions are actually made
- Time engagement to the budget cycle
- Influence a specification legitimately without disqualification
- Complete registration, prequalification and framework arrangements
- Read evaluation criteria and mandatory requirements correctly
- Price for a public buyer under transparency expectations
- Use debriefs and challenge procedures to strengthen the next bid

Who should attend

- Business development staff targeting public sector clients
- Bid and proposal managers
- Suppliers to government departments and state owned enterprises
- Consultants pursuing donor funded assignments
- Commercial managers entering public procurement markets

Course outline

- 01 Rules that limit what may be discussed
- 02 How public procurement decisions are made
- 03 The budget cycle and timing
- 04 Legitimate specification influence
- 05 Registration, prequalification and frameworks
- 06 Evaluation criteria and mandatory requirements
- 07 Pricing and transparency expectations
- 08 Development institutions, debriefs and challenge

Upcoming dates



Dates	Venue	Format	Fee per delegate
23 to 25 November 2026	Online	Online	R6,500
6 to 8 January 2027	Johannesburg, South Africa	Classroom	R14,950
8 to 10 February 2027	Accra, Ghana	Classroom	USD 995
24 to 26 March 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**.

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