



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Services and Professional Services Marketing

3 day course

Classroom, online or in-house

Course overview

A service cannot be inspected before it is bought, varies with whoever delivers it, and is produced in front of the customer, which makes marketing one fundamentally different from marketing a product. This course addresses those differences. Delegates work through the evidence buyers use in place of inspection, including credentials, referrals and the visible parts of a process, and managing expectation as part of the offer rather than after a complaint. Productising an intangible service into something a buyer can compare and price is covered. Reputation, referral and thought leadership as the main acquisition routes follow, since professional services rarely sell through advertising. The course closes on pricing expertise and on the marketing role of the people who deliver the work.

What you will learn

- Address the evidence buyers use when they cannot inspect
- Manage expectation as part of the offer rather than after a complaint
- Productise an intangible service so it can be compared and priced
- Build reputation, referral and thought leadership routes
- Handle variability between the people delivering the service
- Price expertise rather than time where possible
- Involve delivery staff in marketing without disrupting the work

Who should attend

- Professional services partners and directors
- Marketing staff in consulting, legal, engineering and accounting firms
- Training and education providers
- Financial and business services marketers
- Independent consultants marketing their own practice

Course outline

- 01 Bought without inspection
- 02 Evidence in place of inspection
- 03 Credentials, referrals and visible process
- 04 Managing expectation as part of the offer
- 05 Productising an intangible service
- 06 Reputation and thought leadership
- 07 Referral as the main acquisition route
- 08 Pricing expertise and involving delivery staff

Upcoming dates

Dates	Venue	Format	Fee per delegate
30 November to 2 December 2026	Port Louis, Mauritius	Classroom	USD 995
13 to 15 January 2027	Online	Online	R6,500
8 to 10 March 2027	Windhoek, Namibia	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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