



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Value Proposition Design and Competitive Differentiation

3 day course

Classroom, online or in-house

Course overview

Most organisations describe themselves in words their competitors also use, which leaves the buyer with price as the only visible difference. This course finds a real one. Delegates work through what a customer is actually trying to achieve and the obstacles in their way, then through the difference between a benefit anyone could claim and one this organisation can prove. Competitive analysis follows, focused on what competitors genuinely do well rather than on a dismissive summary. Positioning choices are covered, including the customers to decline, since a proposition that fits everyone persuades nobody. Testing a proposition with real buyers is addressed, along with the responses that indicate it has not landed. Translating a proposition into sales conversations, marketing material and pricing follows. The course closes on defending a position as competitors respond and on knowing when a proposition has stopped being true.

What you will learn

- Establish what customers are trying to achieve and what blocks them
- Separate a claimable benefit from a provable one
- Analyse competitors on what they genuinely do well
- Choose a position, including the customers to decline
- Test a proposition with real buyers and read the response
- Translate the proposition into sales conversations and material
- Defend a position under competitive response and know when it expires

Who should attend

- Marketing and brand managers
- Commercial and business development leaders
- Product managers defining an offering
- Business owners competing on more than price
- Sales professionals who must articulate difference

Course outline

- 01 The same words as your competitors
- 02 What the customer is trying to achieve
- 03 Claimable against provable benefits
- 04 Competitive analysis without dismissal
- 05 Positioning and declining customers
- 06 Testing with real buyers
- 07 Into sales conversations and material
- 08 Defending a position and knowing when it expires

Upcoming dates

Dates	Venue	Format	Fee per delegate
28 to 30 October 2026	Windhoek, Namibia	Classroom	R14,950
2 to 4 December 2026	Online	Online	R6,500
17 to 19 March 2027	Casablanca, Morocco	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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