

## CALENDER

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All Courses Available – In-house | In-class | Online

Lagos | Ghana | Kenya | Rwanda



### Customer Services, Sales & Marketing Programs

S/N	Course Title	Date	Date	Date	Lagos Fee (#)	Int'l Venue	Int'l Fee (\$)
1	Effective Sales and Marketing Administration Workshop	13th–16th Jan	28th Apr – 1st May	1st–4th Sep	300,000	Accra	4,000
2	Providing Extraordinary Customer Service	13th–16th Jan	28th Apr – 1st May	1st–4th Sep	300,000	Accra	4,000
3	Mastering Marketing Sales and Implementation: Strategies for Business Growth	13th–16th Jan	5th–8th May	1st–4th Sep	300,000	Rwanda	6,000
4	Market Planning, Market Audit, and Benchmarking	13th–16th Jan	5th–8th May	1st–4th Sep	300,000	Rwanda	6,000
5	Advanced Skills Improvement Course for Sales and Marketing Managers	13th–16th Jan	5th–8th May	1st–4th Sep	300,000	Nairobi	5,500
6	Developing and Implementing Effective Strategic Marketing Plans Course	20th–23rd Jan	12th–15th May	8th–11th Sep	300,000	Nairobi	5,500
7	Mastering Excellent Customer Service Skills	20th–23rd Jan	12th–15th May	8th–11th Sep	300,000	Nairobi	5,500
8	High Impact Sales: The Complete Sales Course for Maximizing Success	20th–23rd Jan	12th–15th May	8th–11th Sep	300,000	Rwanda	6,000
9	Mastering Sales Outlets Management: Strategies for Retail Success	20th–23rd Jan	12th–15th May	8th–11th Sep	300,000	Rwanda	6,000
10	Mastering Fundamental Selling Skills for Sales Success	20th–23rd Jan	12th–15th May	8th–11th Sep	300,000	Nairobi	5,500
11	Customer Management Strategies for Competitive Advantage	27th–30th Jan	19th–22nd May	15th–18th Sep	300,000	Nairobi	5,500
12	AI and CRM: Revolutionizing Customer Relationship Management	27th–30th Jan	19th–22nd May	15th–18th Sep	330,000	Accra	6,000
13	Consultative Selling and Key Account Management	27th–30th Jan	19th–22nd May	15th–18th Sep	300,000	Accra	6,000
14	Mastering Email Marketing Fundamentals: Essential Techniques for Effective Campaigns	27th–30th Jan	19th–22nd May	15th–18th Sep	300,000	Nairobi	5,500
15	Financial Aspects of the Sales and Marketing Process Course	27th–30th Jan	19th–22nd May	15th–18th Sep	300,000	Rwanda	6,000
16	Achieving Service Quality and Excellence: Beyond Customer Service	3rd–6th Feb	26th–29th May	22nd–25th Sep	300,000	Rwanda	6,000
17	Fundamentals of Marketing: Essential Concepts and Strategies	3rd–6th Feb	26th–29th May	22nd–25th Sep	300,000	Rwanda	6,000
18	Mastering Customer Service Excellence: Strategies to Win and Keep Customers	3rd–6th Feb	26th–29th May	22nd–25th Sep	300,000	Nairobi	5,500
19	Mastering Customer-Focused Selling Strategies	3rd–6th Feb	26th–29th May	22nd–25th Sep	300,000	Accra	4,000
20	AI-Driven Customer Experience Management	3rd–6th Feb	26th–29th May	22nd–25th Sep	330,000	Accra	4,000
21	AI-Powered Marketing Strategies for the Digital Age	10th–13th Feb	2nd–5th Jun	28th - 30th Sep	330,000	Accra	4,000
22	Sales and Marketing Professional Development	10th–13th Feb	2nd–5th Jun	28th - 30th Sep	300,000	Nairobi	5,500
23	Successful Marketing Mix Improvement	10th–13th Feb	2nd–5th Jun	28th - 30th Sep	300,000	Nairobi	5,500
24	Developing Digital Marketing Plans for Business Success	10th–13th Feb	2nd–5th Jun	28th - 30th Sep	300,000	Rwanda	6,000
25	Mastering Profitable Selling in a Volatile and Hostile Market	10th–13th Feb	2nd–5th Jun	28th - 30th Sep	300,000	Rwanda	6,000



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26	Complete Course for Marketing, New Marketing and Non-Marketing Professionals	17th–20th Feb	9th–12th Jun	6th–9th Oct	300,000	Accra	4,000
27	Mastering the Art of Handling Customer Complaints Effectively	17th–20th Feb	9th–12th Jun	6th–9th Oct	300,000	Accra	4,000
28	Strategic Internal Business Partner: Enhancing Organizational Synergy and Success	17th–20th Feb	9th–12th Jun	6th–9th Oct	300,000	Accra	4,000
29	Automation Tools for Streamlining Customer Service Operations	17th–20th Feb	9th–12th Jun	6th–9th Oct	330,000	Accra	4,000
30	Mastering Key Account Selling and Management	17th–20th Feb	9th–12th Jun	6th–9th Oct	300,000	Nairobi	5,500
31	Strategies and Secrets of Successful Sales Managers	24th–27th Feb	16th–19th Jun	13th–16th Oct	300,000	Nairobi	5,500
32	Mastering Sales and Marketing in the Age of New social media	24th–27th Feb	16th–19th Jun	13th–16th Oct	330,000	Nairobi	5,500
33	Sales and Marketing Management	24th–27th Feb	16th–19th Jun	13th–16th Oct	300,000	Rwanda	6,000
34	Achieving Customer Service Excellence for Managers	24th–27th Feb	16th–19th Jun	13th–16th Oct	300,000	Rwanda	6,000
35	Developing Market-Driving Strategies for Competitive Advantage	24th–27th Feb	16th–19th Jun	13th–16th Oct	300,000	Nairobi	5,500
36	Introduction to Marketing Seminar	3rd–6th Mar	23rd–26th Jun	20th–23rd Oct	300,000	Nairobi	5,500
37	Digital Marketer Training	3rd–6th Mar	23rd–26th Jun	20th–23rd Oct	330,000	Accra	4,000
38	Marketing Strategies and Planning: Essential Techniques for Business Growth	3rd–6th Mar	23rd–26th Jun	20th–23rd Oct	300,000	Accra	4,000
39	Social Media Marketing with AI-Powered Insights	3rd–6th Mar	23rd–26th Jun	20th–23rd Oct	330,000	Accra	4,000
40	Sales Negotiation Strategies Workshop	3rd–6th Mar	23rd–26th Jun	20th–23rd Oct	300,000	Nairobi	5,500
41	Customer Experience Perfection for Modern Managers	10th–13th Mar	30th Jun–3rd Jul	27th–30th Oct	300,000	Nairobi	5,500
42	Excellence in Customer Service: Best Practice	10th–13th Mar	30th Jun–3rd Jul	27th–30th Oct	300,000	Accra	4,000
43	Personalized Customer Engagement Through Machine Learning	10th–13th Mar	30th Jun–3rd Jul	27th–30th Oct	330,000	Accra	4,000
44	Mastering Customer Experience and Engagement	10th–13th Mar	30th Jun–3rd Jul	27th–30th Oct	300,000	Rwanda	6,000
45	Sales Mastery: Prospecting to Closing Deals	10th–13th Mar	30th Jun–3rd Jul	27th–30th Oct	300,000	Rwanda	6,000
46	Exceptional Customer Relationship Management (CRM) Course	16th–19th Mar	7th–10th Jul	3rd–6th Nov	300,000	Nairobi	5,500
47	Marketing and Promotion Management Master Class	16th–19th Mar	7th–10th Jul	3rd–6th Nov	300,000	Nairobi	5,500
48	Mastering Marketing and Advertising: Strategies for Business Growth	16th–19th Mar	7th–10th Jul	3rd–6th Nov	300,000	Rwanda	6,000
49	Strategic Brand Management	16th–19th Mar	7th–10th Jul	3rd–6th Nov	300,000	Rwanda	6,000
50	Offensive and Defensive Market Share Training for Sales and Marketing Managers	16th–19th Mar	7th–10th Jul	3rd–6th Nov	300,000	Accra	4,000



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51	Mastering Customer Relationship and Marketing Skills Management	24th–27th Mar	14th–17th Jul	10th–13th Nov	300,000	Accra	4,000
52	Leveraging AI for Omnichannel Marketing Success	24th–27th Mar	14th–17th Jul	10th–13th Nov	330,000	Accra	4,000
53	Mastering Exceptional Customer Service	24th–27th Mar	14th–17th Jul	10th–13th Nov	300,000	Accra	4,000
54	Territory and Time Management for Sales People	24th–27th Mar	14th–17th Jul	10th–13th Nov	300,000	Accra	4,000
55	Predictive Analytics for Sales Growth and Market Insights	24th–27th Mar	14th–17th Jul	10th–13th Nov	330,000	Nairobi	5,500
56	Introduction to Effective Marketing: Essential Skills for Beginners	30th Mar–2nd Apr	21st–24th Jul	17th–20th Nov	300,000	Nairobi	5,500
57	Customer Service as a Strategic Internal and External Business Partner	30th Mar–2nd Apr	21st–24th Jul	17th–20th Nov	300,000	Nairobi	5,500
58	Advanced Digital Marketing Strategies	30th Mar–2nd Apr	21st–24th Jul	17th–20th Nov	330,000	Rwanda	6,000
59	Handling Customer Complaints and Conflict Resolution	30th Mar–2nd Apr	21st–24th Jul	17th–20th Nov	300,000	Rwanda	6,000
60	Effective Customer Relationship Management (CRM)	30th Mar–2nd Apr	21st–24th Jul	17th–20th Nov	300,000	Nairobi	5,500
61	Consultative Selling Skills	30th Mar–2nd Apr	21st–24th Jul	17th–20th Nov	300,000	Nairobi	5,500
62	Brand Development and Management	30th Mar–2nd Apr	21st–24th Jul	17th–20th Nov	300,000	Accra	4,000
63	Sales Pipeline Management and Lead Generation	7th–10th Apr	28th–31st Jul	24th–27th Nov	300,000	Accra	4,000
64	Sales and Marketing Analytics	7th–10th Apr	28th–31st Jul	24th–27th Nov	300,000	Accra	4,000
65	Building and Leading a Winning Sales Team	7th–10th Apr	28th–31st Jul	24th–27th Nov	300,000	Nairobi	5,500
66	Customer-Centric Selling	7th–10th Apr	28th–31st Jul	24th–27th Nov	300,000	Nairobi	5,500
67	Value-Based Selling Techniques	7th–10th Apr	28th–31st Jul	24th–27th Nov	300,000	Accra	4,000
68	High-Impact Sales Presentation Skills	7th–10th Apr	28th–31st Jul	24th–27th Nov	300,000	Accra	4,000
69	Customer Service Excellence for Support Teams	14th–17th Apr	4th–7th Aug	1st–4th Dec	300,000	Rwanda	6,000
70	Sales Psychology and Consumer Behavior	14th–17th Apr	4th–7th Aug	1st–4th Dec	300,000	Rwanda	6,000
71	Strategic Marketing Planning	14th–17th Apr	4th–7th Aug	1st–4th Dec	300,000	Nairobi	5,500
72	Content Marketing and Storytelling	14th–17th Apr	4th–7th Aug	1st–4th Dec	300,000	Nairobi	5,500
73	Sales Negotiation Techniques	14th–17th Apr	4th–7th Aug	1st–4th Dec	300,000	Rwanda	6,000
74	Online Advertising: Google Ads, Facebook Ads	14th–17th Apr	4th–7th Aug	1st–4th Dec	330,000	Rwanda	6,000
75	Retail Sales Excellence	21st–24th Apr	11th–14th Aug	8th–11th Dec	300,000	Accra	4,000
76	Value Added Marketing: Advanced Marketing Strategies Course	21st–24th Apr	11th–14th Aug	8th–11th Dec	300,000	Accra	Accra
77	Customer Profiling Techniques and Procedures	21st–24th Apr	11th–14th Aug	8th–11th Dec	300,000	Accra	Accra
78	Effective Marketing Manager Workshop	21st–24th Apr	11th–14th Aug	8th–11th Dec	300,000	Rwanda	Rwanda
79	Automating Sales Pipelines for Enhanced Efficiency	21st–24th Apr	11th–14th Aug	8th–11th Dec	300,000	Rwanda	Rwanda
80	Sales and Marketing Managers: Best Practices for Results	21st–24th Apr	11th–14th Aug	8th–11th Dec	300,000	Nairobi	Nairobi



# 2026 CUSTOMER SERVICES, SALES & MARKETING TRAINING

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81	Marketing Communication Seminar	28th Apr – 1st May	18th–21st Aug	15th–18th Dec	300,000	Accra	Accra
82	Essential Marketing Process Training	28th Apr – 1st May	18th–21st Aug	15th–18th Dec	300,000	Accra	Accra
83	Chatbot Integration for Exceptional Customer Support	28th Apr – 1st May	18th–21st Aug	15th–18th Dec	300,000	Rwanda	Rwanda
84	Developing Strategic Market Plans for Your Organization	28th Apr – 1st May	18th–21st Aug	15th–18th Dec	300,000	Rwanda	Rwanda

