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GLOBAL AXIS TRAINING INSTITUTE

Training calendar

Sales and Marketing, Africa, November 2026

DATES LISTED

112 dates

FIELDS OF PRACTICE

1 field

LOCATIONS

12 cities

What this covers

Dates published to 18 December 2026. This copy was produced on 30 October 2026; anything published after that is not in it.

Fees are per delegate and cover tuition, programme materials and the certificate. Travel, accommodation and visas are arranged by the delegate. Registration closes two weeks before a programme starts.

Any of these programmes can also be run privately for a single organisation, on dates that suit it.

DATES	PROGRAMME	WHERE	DAYS	FEE
23 to 27 November 2026	Achieving Excellence in Customer Service: Providing a Quality Service	Nairobi, Kenya	5	US\$1,500
23 to 27 November 2026	Advance Marketing Research Evaluation and Analysis	Kampala, Uganda	5	US\$1,500
23 to 27 November 2026	Advanced Business Marketing Training	Kampala, Uganda	5	US\$1,500
23 to 27 November 2026	Advanced Digital Marketing Certificate	Lagos, Nigeria	5	US\$1,500
23 to 27 November 2026	Advanced Marketing Strategy	Dar es Salaam, Tanzania	5	US\$1,500
23 to 27 November 2026	Advanced Sales & Marketing Strategies Training	Windhoek, Namibia	5	R15,000
23 to 27 November 2026	Beyond Customer Service	Kampala, Uganda	5	US\$1,500
23 to 27 November 2026	Call Centre Training: Sales and Customer Service Training for Call Centre Agents	Nairobi, Kenya	5	US\$1,500
23 to 27 November 2026	Certificate in Social Media Marketing Programme	Nairobi, Kenya	5	US\$1,500
23 to 27 November 2026	Certified Brand Manager Programme	Maseru, Lesotho	5	R15,000
23 to 27 November 2026	Certified Marketing Professional	Kampala, Uganda	5	US\$1,500
23 to 27 November 2026	Certified Retail Management Professional (CRMP)	Kampala, Uganda	5	US\$1,500
23 to 27 November 2026	Competitor and Market Awareness Training	Cape Town, South Africa	5	R15,000
23 to 27 November 2026	Customer Complaint Management	Maseru, Lesotho	5	R15,000
23 to 27 November 2026	Customer Focused Management	Durban, South Africa	5	R15,000
23 to 27 November 2026	Customer Profiling Techniques and Procedures	Dar es Salaam, Tanzania	5	US\$1,500
23 to 27 November 2026	Customer Relationship Management: CRM Strategic Roadmap	Windhoek, Namibia	5	R15,000
23 to 27 November 2026	Customer Satisfaction and Loyalty Training	Durban, South Africa	5	R15,000
23 to 27 November 2026	Customer Service and Business Communication	Nairobi, Kenya	5	US\$1,500
23 to 27 November 2026	Customer Service Excellence How to Win and Keep Customers	Accra, Ghana	5	US\$1,500
23 to 27 November 2026	Customer Service Strategy: Building a Customer Centric Organisation	Cairo, Egypt	5	US\$1,500
23 to 27 November 2026	Customer Service Training: Critical Elements of Customer Service	Kampala, Uganda	5	US\$1,500
23 to 27 November 2026	Customer Services and Telephone Etiquette Skills	Nairobi, Kenya	5	US\$1,500

DATES	PROGRAMME	WHERE	DAYS	FEE
23 to 27 November 2026	Customer-Focused Innovation Training	Nairobi, Kenya	5	US\$1,500
23 to 27 November 2026	Developing Marketing Strategy Training	Dar es Salaam, Tanzania	5	US\$1,500
23 to 27 November 2026	Development of Sales and Marketing Skills	Cairo, Egypt	5	US\$1,500
23 to 27 November 2026	Endorsed Core Marketing and Sales Skills for Business Professionals	Maseru, Lesotho	5	R15,000
23 to 27 November 2026	Endorsed Marketing Communications and Media Planning Programme	Durban, South Africa	5	R15,000
23 to 27 November 2026	Etiquette for Excellent Customer Service for Front Line Staff	Cairo, Egypt	5	US\$1,500
23 to 27 November 2026	Handling Difficult Customers	Accra, Ghana	5	US\$1,500
23 to 27 November 2026	How to Handle Difficult Customers and Other Tough Situations	Accra, Ghana	5	US\$1,500
23 to 27 November 2026	Implementing and Managing a Customer Complaints System	Nairobi, Kenya	5	US\$1,500
23 to 27 November 2026	Internet Marketing and Social Media	Dar es Salaam, Tanzania	5	US\$1,500
23 to 27 November 2026	Major Accounts Selling: Negotiating and Winning RFPS	Gaborone, Botswana	5	R15,000
23 to 27 November 2026	Managing and Leading Strategic Communication: Public Relations, Marketing and Internal Communication	Durban, South Africa	5	R15,000
23 to 27 November 2026	Managing Marketing Communications and Brand Management	Accra, Ghana	5	US\$1,500
23 to 27 November 2026	Market Analysis, Competitive Intelligence and Benchmarking	Kampala, Uganda	5	US\$1,500
23 to 27 November 2026	Marketing Management Essentials	Kampala, Uganda	5	US\$1,500
23 to 27 November 2026	Marketing Master Class Training	Durban, South Africa	5	R15,000
23 to 27 November 2026	Marketing Metrics Effectiveness and ROI	Accra, Ghana	5	US\$1,500
23 to 27 November 2026	Marketing Research Evaluation and Analysis	Accra, Ghana	5	US\$1,500
23 to 27 November 2026	Mastering Public Relations and Corporate Customers Communications	Maseru, Lesotho	5	R15,000
23 to 27 November 2026	Mastering Sales and Marketing in the Age of New Social Media	Accra, Ghana	5	US\$1,500
23 to 27 November 2026	Measuring Marketing Effectiveness and ROI	Dar es Salaam, Tanzania	5	US\$1,500
23 to 27 November 2026	Measuring, Monitoring and Achieving the Excellence Quality in Customer Service	Dar es Salaam, Tanzania	5	US\$1,500
23 to 27 November 2026	New Product Launch Using Marketing Communication: Proven Strategies and Techniques	Cape Town, South Africa	5	R15,000

DATES	PROGRAMME	WHERE	DAYS	FEE
23 to 27 November 2026	Professional Customer Service Management	Dar es Salaam, Tanzania	5	US\$1,500
23 to 27 November 2026	Quality Assurance for Customer Service and Mystery Shoppers	Durban, South Africa	5	R15,000
23 to 27 November 2026	Real Estate Marketing Training	Kampala, Uganda	5	US\$1,500
23 to 27 November 2026	Sales Strategy and Planning Training	Accra, Ghana	5	US\$1,500
23 to 27 November 2026	Sales Training: Selling Smarter	Durban, South Africa	5	R15,000
23 to 27 November 2026	Selling and Customer Relations Training	Lagos, Nigeria	5	US\$1,500
23 to 27 November 2026	Selling and Marketing Management	Nairobi, Kenya	5	US\$1,500
23 to 27 November 2026	Selling and Negotiation Skills Techniques	Windhoek, Namibia	5	R15,000
23 to 27 November 2026	Strategic Sales Planning and Territory Management	Port Louis, Mauritius	5	US\$1,500
23 to 27 November 2026	Telemarketing: Using the Telephone as A Sales Tool	Accra, Ghana	5	US\$1,500
23 to 27 November 2026	The Strategic and Breakthrough Selling Workshop	Accra, Ghana	5	US\$1,500
30 November 2026 to 4 December 2026	Advance Marketing Research Evaluation and Analysis	Durban, South Africa	5	R15,000
30 November 2026 to 4 December 2026	Advanced Business Marketing Training	Cape Town, South Africa	5	R15,000
30 November 2026 to 4 December 2026	Advanced Digital Marketing Certificate	Durban, South Africa	5	R15,000
30 November 2026 to 4 December 2026	Advanced Marketing Strategy	Maseru, Lesotho	5	R15,000
30 November 2026 to 4 December 2026	Call Centre Training: Sales and Customer Service Training for Call Centre Agents	Cape Town, South Africa	5	R15,000
30 November 2026 to 4 December 2026	Certificate in Social Media Marketing Programme	Dar es Salaam, Tanzania	5	US\$1,500
30 November 2026 to 4 December 2026	Certified Retail Management Professional (CRMP)	Maseru, Lesotho	5	R15,000
30 November 2026 to 4 December 2026	Certified Sales Manager Programme	Gaborone, Botswana	5	R15,000
30 November 2026 to 4 December 2026	Customer Complaint Management	Gaborone, Botswana	5	R15,000
30 November 2026 to 4 December 2026	Customer Focused Management	Nairobi, Kenya	5	US\$1,500
30 November 2026 to 4 December 2026	Customer Profiling Techniques and Procedures	Windhoek, Namibia	5	R15,000
30 November 2026 to 4 December 2026	Customer Satisfaction and Loyalty Training	Lagos, Nigeria	5	US\$1,500
30 November 2026 to 4 December 2026	Customer Service and Business Communication	Dar es Salaam, Tanzania	5	US\$1,500
30 November 2026 to 4 December 2026	Customer Service Strategy: Building a Customer Centric Organisation	Nairobi, Kenya	5	US\$1,500

DATES	PROGRAMME	WHERE	DAYS	FEE
30 November 2026 to 4 December 2026	Customer Services and Telephone Etiquette Skills	Accra, Ghana	5	US\$1,500
30 November 2026 to 4 December 2026	Development of Sales and Marketing Skills	Kampala, Uganda	5	US\$1,500
30 November 2026 to 4 December 2026	Digital Marketing Hands-on Master-Class Training	Nairobi, Kenya	5	US\$1,500
30 November 2026 to 4 December 2026	Endorsed Core Marketing and Sales Skills for Business Professionals	Gaborone, Botswana	5	R15,000
30 November 2026 to 4 December 2026	Endorsed Marketing Communications and Media Planning Programme	Kampala, Uganda	5	US\$1,500
30 November 2026 to 4 December 2026	Etiquette for Excellent Customer Service for Front Line Staff	Nairobi, Kenya	5	US\$1,500
30 November 2026 to 4 December 2026	Handling Difficult Customers	Gaborone, Botswana	5	R15,000
30 November 2026 to 4 December 2026	How to Handle Difficult Customers and Other Tough Situations	Lagos, Nigeria	5	US\$1,500
30 November 2026 to 4 December 2026	Implementing and Managing a Customer Complaints System	Dar es Salaam, Tanzania	5	US\$1,500
30 November 2026 to 4 December 2026	Internet Marketing and Social Media	Cape Town, South Africa	5	R15,000
30 November 2026 to 4 December 2026	Managing and Leading Strategic Communication: Public Relations, Marketing and Internal Communication	Nairobi, Kenya	5	US\$1,500
30 November 2026 to 4 December 2026	Managing Marketing Communications and Brand Management	Kampala, Uganda	5	US\$1,500
30 November 2026 to 4 December 2026	Marketing for Better Results Training	Kampala, Uganda	5	US\$1,500
30 November 2026 to 4 December 2026	Marketing for Non Marketing Managers	Dar es Salaam, Tanzania	5	US\$1,500
30 November 2026 to 4 December 2026	Marketing Management Essentials	Port Louis, Mauritius	5	US\$1,500
30 November 2026 to 4 December 2026	Marketing Master Class Training	Dar es Salaam, Tanzania	5	US\$1,500
30 November 2026 to 4 December 2026	Marketing Research Evaluation and Analysis	Durban, South Africa	5	R15,000
30 November 2026 to 4 December 2026	Mastering Public Relations and Corporate Customers Communications	Lagos, Nigeria	5	US\$1,500
30 November 2026 to 4 December 2026	Mastering Sales and Marketing in the Age of New Social Media	Maseru, Lesotho	5	R15,000
30 November 2026 to 4 December 2026	Measuring Marketing Effectiveness and ROI	Nairobi, Kenya	5	US\$1,500
30 November 2026 to 4 December 2026	Measuring, Monitoring and Achieving the Excellence Quality in Customer Service	Durban, South Africa	5	R15,000
30 November 2026 to 4 December 2026	New Product Launch Using Marketing Communication: Proven Strategies and Techniques	Cairo, Egypt	5	US\$1,500
30 November 2026 to 4 December 2026	Professional Customer Service Management	Accra, Ghana	5	US\$1,500

DATES	PROGRAMME	WHERE	DAYS	FEE
30 November 2026 to 4 December 2026	Quality Assurance for Customer Service and Mystery Shoppers	Dar es Salaam, Tanzania	5	US\$1,500
30 November 2026 to 4 December 2026	Real Estate Marketing Training	Lagos, Nigeria	5	US\$1,500
30 November 2026 to 4 December 2026	Recent Trends for the Development of Marketing and Applications to Increase Sales	Cape Town, South Africa	5	R15,000
30 November 2026 to 4 December 2026	Sales and Marketing in a Competitive Environment	Durban, South Africa	5	R15,000
30 November 2026 to 4 December 2026	Sales Planning and Territory Management	Accra, Ghana	5	US\$1,500
30 November 2026 to 4 December 2026	Sales Professional Certificate	Cairo, Egypt	5	US\$1,500
30 November 2026 to 4 December 2026	Sales Strategy and Planning Training	Port Louis, Mauritius	5	US\$1,500
30 November 2026 to 4 December 2026	Sales Training: Selling Smarter	Gaborone, Botswana	5	R15,000
30 November 2026 to 4 December 2026	Selling and Customer Relations Training	Dar es Salaam, Tanzania	5	US\$1,500
30 November 2026 to 4 December 2026	Selling and Marketing Management	Maseru, Lesotho	5	R15,000
30 November 2026 to 4 December 2026	Selling and Negotiation Skills Techniques	Port Louis, Mauritius	5	US\$1,500
30 November 2026 to 4 December 2026	SME Market Understanding Training	Cairo, Egypt	5	US\$1,500
30 November 2026 to 4 December 2026	Social Media Marketing and Networking	Lagos, Nigeria	5	US\$1,500
30 November 2026 to 4 December 2026	Strategic Sales Planning and Territory Management	Nairobi, Kenya	5	US\$1,500
30 November 2026 to 4 December 2026	Telemarketing: Using the Telephone as A Sales Tool	Maseru, Lesotho	5	R15,000
30 November 2026 to 4 December 2026	Telesales Essential Skills Training	Gaborone, Botswana	5	R15,000
30 November 2026 to 4 December 2026	The Strategic and Breakthrough Selling Workshop	Windhoek, Namibia	5	R15,000
30 November 2026 to 4 December 2026	The Strategic Marketing Plan Training	Durban, South Africa	5	R15,000

Booking a place

1 Choose the date

Every date in this document has its own page on the website, with the full outline, who it is for and what a delegate leaves able to do.

2 Register the delegate

Registration takes a few minutes and closes two weeks before a programme starts. An advisor confirms the place before anything is payable.

3 Settle the fee

By invoice to your organisation, by bank transfer, or by card. A sponsored or funded place can be recorded instead.

Speak to an advisor

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