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GLOBAL AXIS TRAINING INSTITUTE

Training calendar

Sales and Marketing, Africa, December 2026

DATES LISTED

108 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
7 to 11 December 2026	Achieving Excellence in Customer Service: Providing a Quality Service	Port Louis, Mauritius	5	US\$1,500
7 to 11 December 2026	Advance Marketing Research Evaluation and Analysis	Accra, Ghana	5	US\$1,500
7 to 11 December 2026	Advanced Business Marketing Training	Cairo, Egypt	5	US\$1,500
7 to 11 December 2026	Advanced Digital Marketing Certificate	Port Louis, Mauritius	5	US\$1,500
7 to 11 December 2026	Advanced Marketing Strategy	Port Louis, Mauritius	5	US\$1,500
7 to 11 December 2026	Advanced Sales & Marketing Strategies Training	Cairo, Egypt	5	US\$1,500
7 to 11 December 2026	Beyond Customer Service	Port Louis, Mauritius	5	US\$1,500
7 to 11 December 2026	Certified Brand Manager Programme	Kampala, Uganda	5	US\$1,500
7 to 11 December 2026	Certified Retail Management Professional (CRMP)	Lagos, Nigeria	5	US\$1,500
7 to 11 December 2026	Certified Sales Manager Programme	Dar es Salaam, Tanzania	5	US\$1,500
7 to 11 December 2026	Competitor and Market Awareness Training	Nairobi, Kenya	5	US\$1,500
7 to 11 December 2026	Customer Complaint Management	Nairobi, Kenya	5	US\$1,500
7 to 11 December 2026	Customer Focused Management	Cape Town, South Africa	5	R15,000
7 to 11 December 2026	Customer Relationship Management: CRM Strategic Roadmap	Cairo, Egypt	5	US\$1,500
7 to 11 December 2026	Customer Satisfaction and Loyalty Training	Nairobi, Kenya	5	US\$1,500
7 to 11 December 2026	Customer Service Excellence How to Win and Keep Customers	Cape Town, South Africa	5	R15,000
7 to 11 December 2026	Customer Service Strategy: Building a Customer Centric Organisation	Dar es Salaam, Tanzania	5	US\$1,500
7 to 11 December 2026	Customer Service Training: Critical Elements of Customer Service	Durban, South Africa	5	R15,000
7 to 11 December 2026	Customer Services and Telephone Etiquette Skills	Durban, South Africa	5	R15,000
7 to 11 December 2026	Customer-Focused Innovation Training	Durban, South Africa	5	R15,000
7 to 11 December 2026	Development of Sales and Marketing Skills	Maseru, Lesotho	5	R15,000
7 to 11 December 2026	Digital Marketing Hands-on Master-Class Training	Durban, South Africa	5	R15,000
7 to 11 December 2026	Emotional Intelligence for Sales Professionals Programme	Accra, Ghana	5	US\$1,500

DATES	PROGRAMME	WHERE	DAYS	FEE
7 to 11 December 2026	Endorsed Core Marketing and Sales Skills for Business Professionals	Nairobi, Kenya	5	US\$1,500
7 to 11 December 2026	Handling Difficult Customers	Kampala, Uganda	5	US\$1,500
7 to 11 December 2026	How to Handle Difficult Customers and Other Tough Situations	Cape Town, South Africa	5	R15,000
7 to 11 December 2026	Implementing and Managing a Customer Complaints System	Kampala, Uganda	5	US\$1,500
7 to 11 December 2026	Internet Marketing and Social Media	Nairobi, Kenya	5	US\$1,500
7 to 11 December 2026	Major Accounts Selling: Negotiating and Winning RFPS	Nairobi, Kenya	5	US\$1,500
7 to 11 December 2026	Managing and Leading Strategic Communication: Public Relations, Marketing and Internal Communication	Lagos, Nigeria	5	US\$1,500
7 to 11 December 2026	Managing Marketing Communications and Brand Management	Gaborone, Botswana	5	R15,000
7 to 11 December 2026	Market Analysis, Competitive Intelligence and Benchmarking	Durban, South Africa	5	R15,000
7 to 11 December 2026	Marketing for Better Results Training	Lagos, Nigeria	5	US\$1,500
7 to 11 December 2026	Marketing for Non Marketing Managers	Cairo, Egypt	5	US\$1,500
7 to 11 December 2026	Marketing Management Essentials	Durban, South Africa	5	R15,000
7 to 11 December 2026	Marketing Metrics Effectiveness and ROI	Windhoek, Namibia	5	R15,000
7 to 11 December 2026	Marketing Research Evaluation and Analysis	Nairobi, Kenya	5	US\$1,500
7 to 11 December 2026	Mastering Public Relations and Corporate Customers Communications	Gaborone, Botswana	5	R15,000
7 to 11 December 2026	Measuring Marketing Effectiveness and ROI	Kampala, Uganda	5	US\$1,500
7 to 11 December 2026	Measuring, Monitoring and Achieving the Excellence Quality in Customer Service	Cairo, Egypt	5	US\$1,500
7 to 11 December 2026	Professional Customer Service Management	Nairobi, Kenya	5	US\$1,500
7 to 11 December 2026	Quality Assurance for Customer Service and Mystery Shoppers	Cairo, Egypt	5	US\$1,500
7 to 11 December 2026	Real Estate Marketing Training	Nairobi, Kenya	5	US\$1,500
7 to 11 December 2026	Recent Trends for the Development of Marketing and Applications to Increase Sales	Kampala, Uganda	5	US\$1,500
7 to 11 December 2026	Sales and Marketing in a Competitive Environment	Nairobi, Kenya	5	US\$1,500
7 to 11 December 2026	Sales Planning and Territory Management	Gaborone, Botswana	5	R15,000

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7 to 11 December 2026	Sales Strategy and Planning Training	Nairobi, Kenya	5	US\$1,500
7 to 11 December 2026	Selling and Customer Relations Training	Accra, Ghana	5	US\$1,500
7 to 11 December 2026	Selling and Marketing Management	Durban, South Africa	5	R15,000
7 to 11 December 2026	Selling and Negotiation Skills Techniques	Kampala, Uganda	5	US\$1,500
7 to 11 December 2026	SME Market Understanding Training	Nairobi, Kenya	5	US\$1,500
7 to 11 December 2026	Social Media Marketing and Networking	Accra, Ghana	5	US\$1,500
7 to 11 December 2026	Strategic Sales Planning and Territory Management	Windhoek, Namibia	5	R15,000
7 to 11 December 2026	Telemarketing: Using the Telephone as A Sales Tool	Cairo, Egypt	5	US\$1,500
7 to 11 December 2026	Telesales Essential Skills Training	Accra, Ghana	5	US\$1,500
7 to 11 December 2026	The Strategic and Breakthrough Selling Workshop	Maseru, Lesotho	5	R15,000
7 to 11 December 2026	The Strategic Marketing Plan Training	Cape Town, South Africa	5	R15,000
14 to 18 December 2026	Achieving Excellence in Customer Service: Providing a Quality Service	Cairo, Egypt	5	US\$1,500
14 to 18 December 2026	Advance Marketing Research Evaluation and Analysis	Nairobi, Kenya	5	US\$1,500
14 to 18 December 2026	Advanced Sales & Marketing Strategies Training	Durban, South Africa	5	R15,000
14 to 18 December 2026	Beyond Customer Service	Nairobi, Kenya	5	US\$1,500
14 to 18 December 2026	Call Centre Training: Sales and Customer Service Training for Call Centre Agents	Maseru, Lesotho	5	R15,000
14 to 18 December 2026	Certificate in Social Media Marketing Programme	Maseru, Lesotho	5	R15,000
14 to 18 December 2026	Certified Brand Manager Programme	Cape Town, South Africa	5	R15,000
14 to 18 December 2026	Certified Retail Management Professional (CRMP)	Gaborone, Botswana	5	R15,000
14 to 18 December 2026	Certified Sales Manager Programme	Nairobi, Kenya	5	US\$1,500
14 to 18 December 2026	Competitor and Market Awareness Training	Maseru, Lesotho	5	R15,000
14 to 18 December 2026	Customer Focused Management	Accra, Ghana	5	US\$1,500
14 to 18 December 2026	Customer Profiling Techniques and Procedures	Cape Town, South Africa	5	R15,000
14 to 18 December 2026	Customer Relationship Management: CRM Strategic Roadmap	Durban, South Africa	5	R15,000
14 to 18 December 2026	Customer Satisfaction and Loyalty Training	Accra, Ghana	5	US\$1,500

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14 to 18 December 2026	Customer Service and Business Communication	Lagos, Nigeria	5	US\$1,500
14 to 18 December 2026	Customer Service Excellence How to Win and Keep Customers	Kampala, Uganda	5	US\$1,500
14 to 18 December 2026	Customer Service Strategy: Building a Customer Centric Organisation	Lagos, Nigeria	5	US\$1,500
14 to 18 December 2026	Customer-Focused Innovation Training	Lagos, Nigeria	5	US\$1,500
14 to 18 December 2026	Developing Marketing Strategy Training	Cairo, Egypt	5	US\$1,500
14 to 18 December 2026	Development of Sales and Marketing Skills	Lagos, Nigeria	5	US\$1,500
14 to 18 December 2026	Digital Marketing Hands-on Master-Class Training	Maseru, Lesotho	5	R15,000
14 to 18 December 2026	Emotional Intelligence for Sales Professionals Programme	Gaborone, Botswana	5	R15,000
14 to 18 December 2026	Endorsed Marketing Communications and Media Planning Programme	Lagos, Nigeria	5	US\$1,500
14 to 18 December 2026	Handling Difficult Customers	Durban, South Africa	5	R15,000
14 to 18 December 2026	How to Handle Difficult Customers and Other Tough Situations	Nairobi, Kenya	5	US\$1,500
14 to 18 December 2026	Major Accounts Selling: Negotiating and Winning RFPS	Accra, Ghana	5	US\$1,500
14 to 18 December 2026	Managing and Leading Strategic Communication: Public Relations, Marketing and Internal Communication	Windhoek, Namibia	5	R15,000
14 to 18 December 2026	Managing Marketing Communications and Brand Management	Nairobi, Kenya	5	US\$1,500
14 to 18 December 2026	Marketing for Better Results Training	Cape Town, South Africa	5	R15,000
14 to 18 December 2026	Marketing for Non Marketing Managers	Accra, Ghana	5	US\$1,500
14 to 18 December 2026	Marketing Management Essentials	Accra, Ghana	5	US\$1,500
14 to 18 December 2026	Marketing Metrics Effectiveness and ROI	Maseru, Lesotho	5	R15,000
14 to 18 December 2026	Mastering Public Relations and Corporate Customers Communications	Nairobi, Kenya	5	US\$1,500
14 to 18 December 2026	Mastering Sales and Marketing in the Age of New Social Media	Kampala, Uganda	5	US\$1,500
14 to 18 December 2026	Measuring, Monitoring and Achieving the Excellence Quality in Customer Service	Maseru, Lesotho	5	R15,000
14 to 18 December 2026	New Product Launch Using Marketing Communication: Proven Strategies and Techniques	Windhoek, Namibia	5	R15,000
14 to 18 December 2026	Quality Assurance for Customer Service and Mystery Shoppers	Maseru, Lesotho	5	R15,000

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14 to 18 December 2026	Real Estate Marketing Training	Accra, Ghana	5	US\$1,500
14 to 18 December 2026	Recent Trends for the Development of Marketing and Applications to Increase Sales	Lagos, Nigeria	5	US\$1,500
14 to 18 December 2026	Sales and Marketing in a Competitive Environment	Lagos, Nigeria	5	US\$1,500
14 to 18 December 2026	Sales Planning and Territory Management	Kampala, Uganda	5	US\$1,500
14 to 18 December 2026	Sales Professional Certificate	Dar es Salaam, Tanzania	5	US\$1,500
14 to 18 December 2026	Sales Strategy and Planning Training	Kampala, Uganda	5	US\$1,500
14 to 18 December 2026	Sales Training: Selling Smarter	Nairobi, Kenya	5	US\$1,500
14 to 18 December 2026	Selling and Customer Relations Training	Cape Town, South Africa	5	R15,000
14 to 18 December 2026	Selling and Negotiation Skills Techniques	Cairo, Egypt	5	US\$1,500
14 to 18 December 2026	SME Market Understanding Training	Kampala, Uganda	5	US\$1,500
14 to 18 December 2026	Social Media Marketing and Networking	Maseru, Lesotho	5	R15,000
14 to 18 December 2026	Telemarketing: Using the Telephone as A Sales Tool	Nairobi, Kenya	5	US\$1,500
14 to 18 December 2026	The Strategic and Breakthrough Selling Workshop	Kampala, Uganda	5	US\$1,500
14 to 18 December 2026	The Strategic Marketing Plan Training	Cairo, Egypt	5	US\$1,500

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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