

Strategic Brand Leadership in Sales

1. Overview

This advanced programme empowers sales professionals with the strategic communication, branding, innovation, and ethical leadership skills necessary to excel in competitive and evolving markets. Designed for proactive and forward-thinking individuals, participants will learn to lead creatively, uphold strong brand values, and communicate confidently with both clients and teams. The programme combines theory and practical application to foster innovation, strengthen client relationships, and promote ethical, values-driven leadership in sales environments.

2. Programme Outcome:

- Utilise strong verbal and written communication techniques to effectively connect with clients and stakeholders
- Comprehend and apply brand mix principles to drive and optimise sales outcomes
- Design and foster workplace environments that support innovation and creative problem-solving
- Champion ethical practices and organisational values to build trust and credibility with clients and teams

Qualification:	Certificate of Completion
Duration:	4-Months
Programme Type:	Category B – Workplace-Based Learning Programme
Programme ID:	PA0279
SAQA US:	12433, 10048, 252020, 252042
NQF Level:	5
Credits:	27
Entry Requirements:	Communication & Mathematical Literacy at NQF 4
Training Options:	Online - Each participant will receive access to an online portal, where all programme materials and resources are available. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location. Blended - Blended learning combines both online and face-to-face training. Participants receive access to an online portal for online content, resources, and self-paced activities. They also attend scheduled in-person contact sessions with a facilitator, either at the client's premises or providers campus. This approach offers the flexibility of online learning with the added support of guided, interactive sessions. Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.
Minimum Participants Required:	(1) Online, (1) Blended & (1) Face-to-face

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

3. Programme Content

- **(12433 US):** Use communication techniques effectively
- **(10048 US):** Identify brand mix elements
- **(252020 US):** Create and manage an environment that promotes innovation
- **(252042 US):** Apply the principles of ethics to improve organisational culture

4. Topics

- Module 1: Strategic Communication for Sales Success
- Module 2: Building and Managing Brand Identity
- Module 3: Leadership for Innovation and Creativity
- Module 4: Ethical Leadership in Sales

5. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding.
- **Practical Assignments:** Hands-on tasks related to course topics.
- **Workplace Assignments and Logbook:** Application of skills in real-world settings.

Successful participants will receive a certificate of completion.

6. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

We trust that the above is in order and look forward to hearing from you for Implementation