

AFRICA'S LEADER IN SALES TRANSFORMATION

The *Sales Leader's* Prospectus.

*Sixteen intensive programmes for the practitioners,
managers, and leaders who carry the continent's
revenue on their shoulders.*

SEASON

May — Nov '26

LOCATION

Johannesburg

FORMAT

In-person
intensives

COHORT

Limited *seats*

FROM THE FOUNDER'S DESK

Africa doesn't have a sales *talent* problem. It has a sales *method* problem.

Across this continent, I meet brilliant, hard-working sales professionals every week. They are hungry, they are competitive, and they care deeply about their customers. And yet — quarter after quarter — the same teams miss the same numbers, for the same reasons.

It isn't work ethic. It isn't talent. It isn't the market. It is the absence of a shared, deliberate, teachable method for how revenue is won in complex B2B environments. Most African sales teams are still operating on instinct, inherited habits, and motivational posters — while their global competitors arrive armed with frameworks, disciplines, and data.

The Sales Enablement Company exists to close that gap. We are not a motivational outfit. We are not a conference circuit. We are the continent's institutional home for serious, operational, outcome-measured sales education — built by practitioners still carrying live quotas, not by consultants who left the field a decade ago.

This prospectus is our 2026 public programme. Sixteen disciplines. Six months. One philosophy: every revenue problem is a method problem in disguise. Whether your team is missing pipeline, losing on price, stalling at procurement, or entering 2027 without a plan — the pages that follow contain the cure.

If you lead a team, own a number, or carry accountability for growth on this continent, I invite you to enrol. Your people deserve better than another motivational seminar. And your shareholders deserve better than hope as a forecast.

I look forward to welcoming you in Johannesburg.

Sibusiso Msomi

FOUNDER & MANAGING DIRECTOR

THE SALES ENABLEMENT COMPANY
THE ENABLEMENT GROUP

Built in Africa, *benchmarked globally.*

The Sales Enablement Company is the sales transformation arm of The Enablement Group — a multi-disciplinary platform built to move African businesses from effort to outcome. We do not import methods wholesale from Boston or Singapore. We adapt, battle-test, and teach what works here, in markets where trust is earned in person, deals cross currencies, and procurement is a sport.

I.

Practitioner-led faculty

Every facilitator still carries a live quota, runs a team, or closes real deals. No career trainers. No ivory-tower theorists.

II.

Africa-first methodology

Frameworks adapted for complex B2B environments where relationships, regulation, and regional buying dynamics shape every deal.

III.

Outcome-measured

Every programme is anchored to a commercial outcome — pipeline built, deals closed, margin protected, team performance lifted.

IV.

Cohort intensity

Limited seats. Serious peers. One or two days of uninterrupted focus — the density of an executive retreat, the rigour of a bootcamp.

A *transformation platform*, not a training vendor.

Training ends when the room empties. Transformation continues. Our programmes sit inside a wider ecosystem — recruitment, assessment, enablement advisory, and Pan-African events — that keeps the learning compounding long after the last session.

When you enrol a team with us, you don't buy a workshop. You plug into a continental infrastructure for building sales capability.

The *standard* for sales excellence on this continent.

The Sales Enablement Company is engaged by FinTech, SaaS, industrial, and professional services firms across South Africa and the broader African market. Our remit spans sales training, recruitment, sales assessment (via the Objective Management Group), fractional sales leadership, and go-to-market advisory.

This prospectus is the public gateway to that body of work — the programmes we run open-enrolment so that individual professionals and small teams can access institutional-grade content without waiting for a corporate sponsor.

The *Enablement* Method.

Every programme in this prospectus is built on the same three-part pedagogy. We name the pain honestly, install a repeatable method, and measure the outcome in commercial terms. No theatre. No filler.

STEP I

Name the *Pain*

We begin with the uncomfortable truth. Every delegate arrives with a live commercial problem — a shrinking pipeline, a stalled account, a losing margin. Before any content, we put that problem on the table and diagnose the actual root cause. Most sales problems are misdiagnosed. Ours rarely stay that way.

STEP II

Install the *Method*

We teach repeatable frameworks — not tips, not tricks, not one-size-fits-all scripts. Every programme equips delegates with a small number of high-leverage tools that work together, that scale across a team, and that survive contact with a difficult buyer. Craft, not charisma.

STEP III

Measure the *Outcome*

Every programme ends with a commitment. Pipeline added. Deals accelerated. Discounts recovered. Meetings secured. We do not measure satisfaction sheets. We measure what delegates do in the ninety days after they leave the room — and hold them accountable to it.

P · 01

Craft before charisma

Personality closes small deals. Method closes complex ones. We build sellers who can win on craft even on their worst day.

P · 02

Leadership is a system

Great sales leaders don't manage harder — they install systems that make performance repeatable, coachable, and independent of heroics.

P · 03

Pipeline beats prediction

Forecasts are outputs. Pipeline is the input. Every programme builds the disciplines that make forecasts a consequence of reality, not hope.

The 2026 Calendar.

Sixteen intensive programmes, delivered across twenty-three programme days, between May and November 2026. Every session runs from 09:00 to 16:30 in Johannesburg. All investments are per delegate and exclude VAT.

#	MONTH	PROGRAMME	AUDIENCE	DAYS	INVESTMENT
01	7 MAY	Modern Prospecting That Actually Works	BDRS · SALES EXECS · AMS	1 Day	R 3,500
02	20 – 21 MAY	Applied Discovery: From Conversations to Commercial Insight	MID-SENIOR SALES	2 Days	R 6,500
03	4 JUN	Winning Value Conversations in Price-Sensitive Markets	SALES PROS · MANAGERS	1 Day	R 3,800
04	18 JUN	Running Sales Meetings That Move Deals Forward	SALES PROS · LEADERS	1 Day	R 3,200
05	24 – 25 JUN	Sales Pipeline Mastery for Predictable Revenue	MANAGERS · TLS · OWNERS	2 Days	R 7,500
06	8 – 9 JUL	Strategic Account Management & Land-and-Expand	AMS · SALES LEADERS	2 Days	R 7,800
07	23 JUL	Advanced Objection Handling Without Being Pushy	SALES PROFESSIONALS	1 Day	R 3,500
08	12 – 13 AUG	Sales Leadership Execution: From Targets to Results	MANAGERS · SALES LEADERS	2 Days	R 8,500
09	27 AUG	Selling to Executives & Buying Committees	SALES PROS · AMS	1 Day	R 3,900
10	3 SEP	Negotiation Skills for B2B Sellers	SALES PROS · LEADERS	1 Day	R 3,800
11	16 – 17 SEP	Building High-Performance Sales Teams	MANAGERS · TLS · OWNERS	2 Days	R 8,500
12	1 OCT	Deal Acceleration & Late-Stage Closing Strategy	SALES PROFESSIONALS	1 Day	R 3,500
13	8 OCT	Coaching Salespeople for Consistent Performance	MANAGERS · SALES LEADERS	1 Day	R 3,600
14	21 – 22 OCT	Revenue Strategy & Sales Planning for 2027	MANAGERS · DIRECTORS · OWNERS	2 Days	R 8,000
15	5 NOV	Year-End Pipeline Recovery & Forecast Accuracy	MANAGERS · SALES LEADERS	1 Day	R 3,500
16	19 NOV	Sales Strategy Reset & Leadership Reflection	SALES LEADERS · OWNERS	1 Day	R 4,500

PROGRAMMES

16

PROGRAMME DAYS

23

SEASON

7 months

FULL PROGRAMME

R 83,600

PART I OF IV

Foundations of the Craft.

Four disciplines every serious seller must own: how to open new conversations in a saturated market, how to run discovery that uncovers commercial truth, how to defend value when the buyer reaches for the discount lever, and how to run a meeting that ends in movement — not silence.

№ 01

Modern
Prospecting That
Actually Works

№ 02

Applied Discovery:
From
Conversations to
Commercial
Insight

№ 03

Winning Value
Conversations in
Price-Sensitive
Markets

№ 04

Running Sales
Meetings That
Move Deals
Forward

The *Seller's* Craft.

Two disciplines at the top of the funnel — opening new conversations and turning them into commercial truth.

Programme № 01 · One-Day Intensive

Modern Prospecting That Actually Works

It's not a work-ethic problem. It's a method problem.

7 MAY 2026

1 DAY

R 3,500

excl. VAT · per delegate

THE PAIN WE ADDRESS

- LinkedIn messages deleted before they're read
- Cold emails going straight to junk
- Eighty dials producing two real conversations
- "Prospecting" that has become waiting for marketing leads
- Pipeline shrinking every single month

WHAT DELEGATES LEAVE WITH

- A modern, multi-channel prospecting cadence
- Messaging frameworks that earn reply-rates, not deletions
- A daily operating rhythm that builds pipeline on purpose
- The discipline to stop confusing activity with progress
- A thirty-day pipeline-building commitment

DESIGNED FOR

BDRs · Sales Executives · Account Managers

Programme № 02 · Two-Day Intensive

Applied Discovery: From Conversations to Commercial Insight

Bad discovery equals weak deals. Every single time.

20 – 21 MAY 2026

2 DAYS

R 6,500

excl. VAT · per delegate

THE PAIN WE ADDRESS

- Deals going dark after the demo
- "Send me a proposal" with no real buy-in
- Reps unable to articulate why a deal is losing
- Discovery reduced to a qualification checklist
- No urgency surfacing in any conversation

WHAT DELEGATES LEAVE WITH

- A commercial discovery framework beyond BANT and MEDDIC
- Question architectures that uncover the real cost of inaction
- The ability to diagnose why a deal is stuck — and fix it
- Discovery that ends in buyer-led urgency, not seller pressure
- A reusable discovery playbook for their live pipeline

DESIGNED FOR

Mid-level & Senior Sales Professionals

Value & *Movement.*

The two disciplines that separate sellers who defend price from those who give it away — and meetings that close from those that fade.

Programme № 03 · One-Day Intensive

Winning Value Conversations in Price-Sensitive Markets

Price is what buyers talk about when they can't see the value.

4 JUNE 2026

1 DAY

R 3,800

excl. VAT · per delegate

THE PAIN WE ADDRESS

- Margins shrinking quarter on quarter
- Discounting before negotiation starts
- Losing to cheaper, weaker competitors
- Reps unable to articulate business value
- Every deal turning into a price fight

WHAT DELEGATES LEAVE WITH

- A language of value that resonates with buyers, not slides
- Tools to quantify and defend commercial impact
- The ability to reframe price conversations into ROI conversations
- Confidence to hold the line — and the skill to back it up
- Margin-protection tactics for pre-negotiation scenarios

DESIGNED FOR

Sales Professionals & Sales Managers

Programme № 04 · One-Day Intensive

Running Sales Meetings That Move Deals Forward

Every meeting must move the deal — or disqualify it.

18 JUNE 2026

1 DAY

R 3,200

excl. VAT · per delegate

THE PAIN WE ADDRESS

- No clear next step at the end of calls
- Reps leaving unsure whether it went well
- Multiple follow-ups with no decision
- No stakeholder alignment between meetings
- Deals stuck in "waiting for them"

WHAT DELEGATES LEAVE WITH

- A meeting architecture that guarantees forward movement
- Pre-call, in-call, and post-call disciplines that close loops
- The courage to disqualify — and the skill to requalify
- Stakeholder-mapping techniques for multi-threading deals
- A commitment language that replaces polite "maybes"

DESIGNED FOR

Sales Professionals & Sales Leaders

PART II OF IV

The *Revenue* Engine.

Four disciplines that separate teams with predictable growth from teams that live quarter to quarter on heroics. Pipeline that forecasts cleanly. Accounts that expand. Objections that open dialogue instead of closing doors. And the leadership execution that turns targets into actual results.

№ 05

Sales Pipeline
Mastery for
Predictable
Revenue

№ 06

Strategic Account
Management &
Land-and-Expand

№ 07

Advanced
Objection
Handling Without
Being Pushy

№ 08

Sales Leadership
Execution: From
Targets to Results

Pipeline & *Accounts.*

Where predictable revenue is actually built — in the discipline of pipeline management and the craft of expanding existing accounts.

Programme № 05 · Two-Day Intensive

Sales Pipeline Mastery for Predictable Revenue

Hope is not a forecast.

24 – 25 JUNE 2026

2 DAYS

R 7,500

excl. VAT · per delegate

THE PAIN WE ADDRESS

- CRM full of zombie deals from months ago
- End-of-quarter surprises — always the bad kind
- "Ninety-five percent close" on deals that won't close
- No clear pipeline review rhythm
- An inability to predict next month's revenue

WHAT DELEGATES LEAVE WITH

- A clean-pipeline operating model and review rhythm
- Stage-exit criteria that end wishful categorisation
- Coverage-ratio discipline appropriate to their cycle length
- Forecasts that hold up to executive scrutiny
- A sixty-day pipeline-hygiene turnaround plan

DESIGNED FOR

Sales Managers · Team Leaders · Business Owners

Programme № 06 · Two-Day Intensive

Strategic Account Management & Land-and-Expand

The biggest deal of the year is already in your book.

8 – 9 JULY 2026

2 DAYS

R 7,800

excl. VAT · per delegate

THE PAIN WE ADDRESS

- Account managers operating as glorified order takers
- One-and-done deals with no expansion path
- Teams unable to name three stakeholders in top accounts
- Competitors quietly winning share inside your logos
- No account plan beyond "keep them happy"

WHAT DELEGATES LEAVE WITH

- A strategic account planning framework fit for African enterprise
- Relationship-mapping tools for multi-stakeholder accounts
- Expansion plays to grow wallet share inside existing logos
- A twelve-month growth plan for their top three accounts
- Defensive playbooks to protect against competitive encroachment

DESIGNED FOR

Account Managers & Sales Leaders

Objections & *Execution.*

The courage to hold ground when buyers push back — and the leadership system that turns annual targets into actual results.

Programme № 07 · One-Day Intensive

Advanced Objection Handling Without Being Pushy

An objection is not rejection. It's a request for clarity.

23 JULY 2026

1 DAY

R 3,500

excl. VAT · per delegate

THE PAIN WE ADDRESS

- "I need to think about it" killing the deal
- Reps arguing with buyers instead of exploring
- Scripted responses that sound fake and trigger resistance
- Sellers stuck between too pushy and too passive
- Deals dying at the objection stage

WHAT DELEGATES LEAVE WITH

- A diagnostic approach that turns objections into discovery
- Language patterns that de-escalate without surrender
- The ability to reopen deals previously marked closed-lost
- Confidence to name the unspoken objection in the room
- A personal objection playbook for their top five deal blockers

DESIGNED FOR

Sales Professionals

Programme № 08 · Two-Day Intensive

Sales Leadership Execution: From Targets to Results

Your top-rep playbook is now your biggest enemy.

12 – 13 AUGUST 2026

2 DAYS

R 8,500

excl. VAT · per delegate

THE PAIN WE ADDRESS

- Still closing deals for your reps instead of coaching them
- No time to coach anyone properly
- Carrying your quota and the team's simultaneously
- 1-on-1s that feel like status updates
- Team missing target — with no clear diagnosis why

WHAT DELEGATES LEAVE WITH

- A sales leader's operating system — weekly, monthly, quarterly
- The move from hero-seller to multiplier-leader
- Team performance diagnostics that expose root cause fast
- 1-on-1 structures that coach behaviour, not just review numbers
- A ninety-day leadership reset plan for their own team

DESIGNED FOR

Sales Managers & Sales Leaders

PART III OF IV

The Craft of *Mastery.*

The disciplines that separate the top decile of sellers and leaders from the middle. Selling into the C-suite and buying committees. Negotiating with professional procurement without surrendering margin. Building teams where performance is a system, not a personality. Closing the deals that refuse to close.

№ 09

Selling to
Executives &
Buying
Committees

№ 10

Negotiation Skills
for B2B Sellers

№ 11

Building High-
Performance Sales
Teams

№ 12

Deal Acceleration
& Late-Stage
Closing Strategy

Executives & *Negotiation.*

Selling above the line — and holding the line when procurement arrives at the table.

Programme № 09 · One-Day Intensive

Selling to Executives & Buying Committees

Executives don't buy products. They buy measurable outcomes.

27 AUGUST 2026

1 DAY

R 3,900

excl. VAT · per delegate

THE PAIN WE ADDRESS

- "I'll run it by my boss" equalling a dead deal
- Unable to secure a C-level meeting at all
- Losing to the status quo — the no-decision outcome
- Pitching features to outcome-focused buyers
- No business case, just a product pitch

WHAT DELEGATES LEAVE WITH

- An executive-access framework that opens senior doors
- Business-case narratives translated to board-level language
- The ability to map and navigate a buying committee
- Techniques for building urgency against the status quo
- A C-suite pitch architecture tested on live deals

DESIGNED FOR

Sales Professionals & Account Managers

Programme № 10 · One-Day Intensive

Negotiation Skills for B2B Sellers

Discounting is a strategy for people with no strategy.

3 SEPTEMBER 2026

1 DAY

R 3,800

excl. VAT · per delegate

THE PAIN WE ADDRESS

- Every deal ending in a discount
- Leaving money on the table just to close
- No trade variables beyond price
- Procurement bullying reps into corners
- "Discount or we walk" working every time

WHAT DELEGATES LEAVE WITH

- A multi-variable negotiation framework beyond price
- Tactics to handle professional procurement without surrender
- Margin-protection language that preserves the relationship
- A trade-matrix for every deal above a threshold
- The psychology of asymmetric leverage — and how to build it

DESIGNED FOR

Sales Professionals & Sales Leaders

Teams & Closing.

Building performance as a system, not a personality — and converting the verbal yeses that haunt every late-stage forecast.

Programme № 11 · Two-Day Intensive

Building High-Performance Sales Teams

You don't have a people problem. You have a system problem.

16 – 17 SEPTEMBER 2026

2 DAYS

R 8,500

excl. VAT · per delegate

THE PAIN WE ADDRESS

- New hires taking six months to contribute
- Onboarding reduced to "shadow and figure it out"
- Top twenty percent carry the team; bottom thirty stay
- No sales culture beyond "hit quota"
- Turnover quietly destroying growth

WHAT DELEGATES LEAVE WITH

- A hiring scorecard that exposes bad hires before they cost quarters
- A structured onboarding path that compresses ramp time
- Performance-management frameworks that raise the floor
- A sales-culture operating model leaders can actually deploy
- Retention levers beyond compensation

DESIGNED FOR

Sales Managers · Team Leaders · Business Owners

Programme № 12 · One-Day Intensive

Deal Acceleration & Late-Stage Closing Strategy

A verbal yes is just a polite maybe.

1 OCTOBER 2026

1 DAY

R 3,500

excl. VAT · per delegate

THE PAIN WE ADDRESS

- Buyers going silent after the proposal
- Deals slipping quarter to quarter
- Endless "just following up" emails
- Decision anxiety killing late-stage deals
- Closing reduced to begging for a signature

WHAT DELEGATES LEAVE WITH

- A mutual-action-plan framework that removes signature ambiguity
- Techniques to diagnose and resolve decision anxiety
- Re-engagement tactics for silent late-stage deals
- The language of commitment, not the language of follow-up
- A thirty-day deal-acceleration plan for their live pipeline

DESIGNED FOR

Sales Professionals

PART IV OF IV

Leadership & Strategy.

The closing quartet — for the leaders who shape the year, not just work inside it. Coaching as a repeatable system. Revenue strategy for the year ahead. Year-end recovery when the forecast unravels. And the reflective reset that separates leaders who repeat the past from those who redesign the future.

№ 13

Coaching
Salespeople for
Consistent
Performance

№ 14

Revenue Strategy
& Sales Planning
for 2027

№ 15

Year-End Pipeline
Recovery &
Forecast Accuracy

№ 16

Sales Strategy
Reset &
Leadership
Reflection

Coaching & *Strategy*.

The two disciplines that separate annual-plan architects from weekly firefighters — coaching as a system, and strategy as a commercial craft.

Programme № 13 · One-Day Intensive

Coaching Salespeople for Consistent Performance

Coaching isn't a motivational talk. It's a repeatable system.

8 OCTOBER 2026

1 DAY

R 3,600

excl. VAT · per delegate

THE PAIN WE ADDRESS

- Same reps underperforming every month
- Leaders still closing deals for their team
- 1-on-1s that are pipeline reviews in disguise
- No diagnosis of skill versus will
- Top performers growing — everyone else stuck

WHAT DELEGATES LEAVE WITH

- A coaching operating model — weekly, monthly, quarterly
- The skill-will diagnostic for every rep on the team
- Coaching conversations that change behaviour, not just review it
- A call-coaching rubric that builds craft over time
- Ninety-day performance-lift plans for underperformers

DESIGNED FOR

Sales Managers & Sales Leaders

Programme № 14 · Two-Day Intensive

Revenue Strategy & Sales Planning for 2027

Planning isn't a spreadsheet exercise. It's a commercial strategy.

21 – 22 OCTOBER 2026

2 DAYS

R 8,000

excl. VAT · per delegate

THE PAIN WE ADDRESS

- Quotas pulled from thin air
- No territory model — reps fighting over accounts
- No clear go-to-market priorities for the year
- Pipeline coverage ratios that are a mystery
- The board asking about 2027 — and you've got nothing

WHAT DELEGATES LEAVE WITH

- A 2027 revenue strategy ready to present to the board
- Quota setting grounded in capacity and coverage, not wishful thinking
- A territory model that removes internal friction
- GTM prioritisation — where to double down, where to withdraw
- A full annual sales plan with quarterly milestones

DESIGNED FOR

Sales Managers · Directors · Business Owners

Recovery & *Reset.*

The two closing disciplines of the year. Recovering the number while the year is still winnable — and the reflective reset that makes the next year a redesign rather than a repeat.

Programme № 15 · One-Day Intensive

Year-End Pipeline Recovery & Forecast Accuracy

November is when good sales leaders are made.

5 NOVEMBER 2026

1 DAY

R 3,500

excl. VAT · per delegate

THE PAIN WE ADDRESS

- Deals slipping from December to January
- Forecast unravelling week by week
- No clear recovery plan
- Reps pushing fake commits to look busy
- Executives losing faith in sales leadership

WHAT DELEGATES LEAVE WITH

- A year-end recovery playbook for the final six weeks
- Forecast-accuracy disciplines that restore executive trust
- Tactics to pull deals forward without scorching pipeline
- A deal-by-deal action plan for the final quarter
- Language to manage up credibly during recovery

DESIGNED FOR

Sales Managers & Sales Leaders

Programme № 16 · One-Day Intensive

Sales Strategy Reset & Leadership Reflection

You can't lead a fresh year with a tired mind.

19 NOVEMBER 2026

1 DAY

R 4,500

excl. VAT · per delegate

THE PAIN WE ADDRESS

- No framework to capture what 2026 actually taught you
- Team burnt out — and so are you
- No clarity on what actually worked versus what felt busy
- Entering 2027 on fumes
- Strategy decks recycled from two years ago

WHAT DELEGATES LEAVE WITH

- A structured year-end reflection the rest of the leadership team will want
- A clear view of what to keep, kill, and start in 2027
- Rituals for leadership recovery — personal and team
- A leadership operating system tuned to the year ahead
- A written reset document to anchor the year-opening offsite

DESIGNED FOR

Sales Leaders & Business Owners

A *platform*, not a practice.

The Sales Enablement Company is the anchor entity of a four-part commercial platform purpose-built for African growth. When delegates enrol in our public programme, they access the full breadth of that ecosystem — capability development, data and AI, brand, and events.

Entity № I

ANCHOR

The Sales Enablement Company

Where African sales leaders are made.

Sales transformation through training, recruitment, assessment, and advisory. The institutional home of this prospectus — where capability is built, talent is sourced, and performance is diagnosed through the Objective Management Group.

Entity № II

The Daata Enablement Company

Where data becomes decisive.

Data and AI consulting for commercial teams. We turn CRMs from reporting graveyards into revenue engines — clean pipelines, credible forecasts, and AI-powered sales intelligence.

Entity № III

The Brand Enablement Company

Transact more.

Brand consulting for businesses that need their brand to move commerce, not merely decorate a pitch deck. Where positioning meets pipeline — and marketing earns its keep alongside sales.

Entity № IV

Nexus & Nexus

Where African commerce convenes.

Event management and Pan-African summits that bring together the continent's sales, growth, and commercial leaders. A living network that keeps delegates connected long after the programme ends.

The *Classroom*.

Every programme is delivered in-person in Johannesburg, in cohorts small enough for honest peer exchange and large enough for useful diversity of perspective. No recorded content substitutes for the room.

Format & Structure

DAILY SCHEDULE

09:00 – 16:30 · All sessions

VENUE

Johannesburg · Venue details on enrolment

COHORT SIZE

Limited · First-come-first-served

INCLUDED

Programme materials, case work, templates, refreshments, certificate of completion, and three-month post-programme email access to faculty.

INVESTMENT NOTES

All prices are per delegate and exclusive of VAT. Group discounts available for three or more delegates from a single organisation. Corporate in-house delivery available on request.

Faculty of Practitioners

Our faculty is drawn exclusively from practising operators — sales leaders, managers, and senior sellers who continue to close deals and run teams between teaching days. No career academics. No retired consultants.

Lead faculty is anchored by founder Sibusiso Msomi, supported by guest practitioners drawn from across the continent's sales community — leaders currently carrying real quotas in FinTech, SaaS, industrial, and professional services sectors.

Every programme is refreshed annually based on what is actually working in the field — not what worked a decade ago.

"The question is not whether your team is working hard. It is whether they are working on the right things, in the right order, with the right method. That is what we teach."

————— SIBUSISO MSOMI · FOUNDER

Enrol. *Arrive.* Transform.

Three steps from prospectus to programme. Cohorts fill in the order they confirm — we recommend reserving your seat at least three weeks ahead of the programme date.

I.

Select your programmes

Review the 2026 calendar. Choose the programmes that match your role and your live commercial challenge. Individual enrolment or team packages — we handle both.

II.

Confirm by email

Email us the programme number(s), delegate names, and invoicing entity. We respond within one business day with a proforma invoice and joining instructions.

III.

Arrive ready to work

Bring a live deal, a live team challenge, or a live forecast problem. Every programme is applied to real work — you do not leave the room with theory alone.

Enrolment & *Enquiries.*

Speak to our team about individual seats, team packages, or bespoke in-house delivery. We respond to every enquiry within one business day.

EMAIL

hello@theenablement.com

TELEPHONE

+27 10 023 4091

ONLINE

www.theenablement.com

INDIVIDUAL

Single-seat enrolment on any programme in the 2026 calendar.

TEAM · 3+

Volume arrangements for teams enrolling three or more delegates.

CORPORATE IN-HOUSE

Private delivery tailored to your sector, stack, and commercial context.

THE **SALES
ENABLEMENT**
COMPANY

AFRICA'S LEADER IN SALES
TRANSFORMATION

*"Where African sales leaders
are made."*

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WEB

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