

Focused Agriculture Sales Training

Learning Pathway



Our team at ASA Africa! firmly believes in a proper long-term training and development plan that is integrated with the business's vision, strategic goals, operational requirements, human resource skills and market challenges. That is why we have set up a training pathway that enables companies, who are serious about the training of their people, to establish a training culture and to achieve optimal performance.

It consists of 7 phases that we recommend our clients implement over a period of 12 to 18 months.

1. Phases 1, 2 and 3 are intended for all trade / sales staff and sales agents.
2. Phase 3 is only for individuals who are involved in managing key accounts and national clients.
3. Phase 4 and 5 are designed for Sales and Marketing managers and selective individuals.
4. Phase 6 applies to persons where there is a need for a one-on-one coaching process.
5. Phase 7 is for individuals that want to obtain a national qualification at the Northwest University.



Build coaching, leadership and team capacity using our world-class **E-Scale Technology**

Based on the Enneagram model of human behaviour, the most powerful awareness tool available today.

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