

INTANGIBLE ECOSYSTEM PROFILE



OVERVIEW

Sales Tribe is a revenue-generation engine that develops market-ready sales and entrepreneurship talent and deploys that talent into real businesses to create measurable commercial outcomes for all stakeholders. By combining QCTO accredited learning with real-world execution, it transforms skills development into tangible economic participation, increased revenue capacity, and sustainable career pathways.



STRATEGIC CONTRIBUTION

Equip - Sponsors fund cohorts who undergo structured learning aligned with accredited qualifications.

Deploy - Participants are placed into partner companies for supervised real-world sales execution.

Generate - Participants actively contribute to pipeline building and revenue generation.

Reward - Revenue flows through partner companies, with performance-based commissions shared between Sales Tribe and participants.



LEADERSHIP

Director:
Marcel Hattingh

Director:
Lourens Delpont

General Manager:
Kenneth Steynberg



CORE FOCUS

- ✦ **Sales Talent Development** - Builds capable sales professionals through structured, accredited learning combined with industry-proven success habits.
- ✦ **Revenue Generation for Businesses** - Deploys trained participants into partner companies to build pipelines, close deals, and drive measurable growth.
- ✦ **Entrepreneurship Pathways** - Supports emerging entrepreneurs with practical experience, earning opportunities, and potential venture creation.
- ✦ **Skills Development with Economic Impact** - Converts training investment into real business value rather than compliance-only outcomes.



VALUE PROPOSITIONS

- ✦ **For Businesses** - Flexible, performance-led sales capacity without fixed headcount costs.
- ✦ **For Sponsors** - Transforms skills development funding into measurable economic participation and talent pipelines.
- ✦ **For Participants** - Provides accredited learning, practical experience, income opportunities, and pathways into employment or enterprise.



SECTOR/DOMAIN

- ✦ Revenue Enablement
- ✦ Sales Development
- ✦ Skills Development

Headquarters: Pretoria, South Africa