



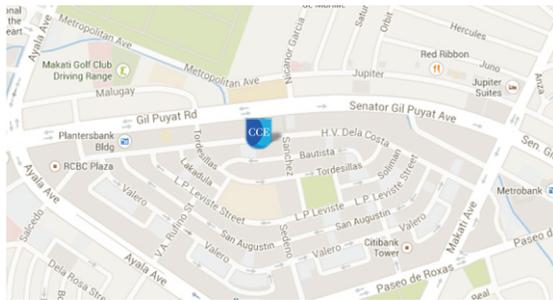
Creating a Stepback Sales Team Sustainability Canvas

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:

Ateneo de Manila University - Salcedo Campus
3/F Ateneo Professional Schools Bldg.,
130 H.V. Dela Costa St., Salcedo Village,
Makati City, Philippines



DATES

December 15-16, 2020
Tuesday-Wednesday
8:30 am - 4:30 pm

PROGRAM FEE

Php 11,800.00 (Early Eagle Rate until Dec. 1)
Php 12,800.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

(+632) 8840.2770

Schedules and prices may change without prior notice.



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ATENE0 DE MANILA UNIVERSITY
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sales management

Creating a Stepback Sales Team Sustainability Canvas

Stepback Sales Leadership Program Series

 CENTER FOR CONTINUING EDUCATION

Many organization challenges today are not situational in nature. It's cultural. Building a community of stepback leaders is an essential strategy to get the job done and get it done right. Using a community canvas, you can redesign your team as a tribal organization where a culture of success is the ultimate goal. Culture is what drives a team. It dictates how people behave in an organization. In this module, we will identify and discuss the community canvas. This will help prepare you and your team for a cultural transformation in the future.

Creating a Stepback Sales Team Sustainability Canvas

objectives

After the course, you will be able to:

1. Build a sustainability framework for our team;
2. Build a culture of visionary leader; and
3. Design a strategy based on sustainability framework.

who should attend

Sales Leaders, Sales Executives, Sales Managers, Sales Supervisors.

resource person



Mr. Lloyd Abria Luna is the founder and CEO of Stepback, a leadership and culture development company that helps leaders and organizations see the bigger picture in life and at work. He has been an Asian motivational speaker for 15 years, delivering an average of 120 inspirational speeches annually.

He is the first Filipino to represent the Philippines in Global Speakers Summit, the first to speak in a French and European Speakers Convention, the first to become member of the board of Global Speakers Federation, and the first Registered Speaking Professional in the Philippines.

He is the youngest board member of the Global Speakers Federation, a \$1B industry that has an extended reach to over 53,000 thought leaders that impact over 50,000,000 households every year. It has 15 member-countries worldwide including the Philippines. Lloyd is the founder and president of Philippine Association of Professional Speakers.

program content

- I. Introduction to The Legacy Pentagon (based on The Rice Terraces Sustainability Strategy)
- II. The Forest (as challenges)
- III. The Irrigation (as the bottomie)
- IV. The People (as the talent)
- V. The Indigenous Knowledge, kills and Practices (as wisdom)
- VI. The Terraces (as the brand)

complementary course

Stepback Selling
August 20-21, 2020

In this module, we aim to introduce an original QWERTY Evaluation Model, which will help you gauge when you're ready to leave your people to do their task with fear or doubt.

Step-up Selling
October 22-23, 2020

For a sales leader, selecting from a variety of opportunities can sometimes be overwhelming, especially when you have many resources at your disposal. Your uncertain tenure may tempt you to gamble with whatever you've got because you know you can't remain in your position forever. In this module, we aim to harness the sales leader's role as a mentor, explorer, and grower.