



DATES

January 31, February 1 & 8, 2020
Friday & Saturdays
8:30 am - 4:30 pm

PROGRAM FEE

Php 17,700.00 (Early Eagle Rate
until Jan. 17)
Php 19,200.00 (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.*

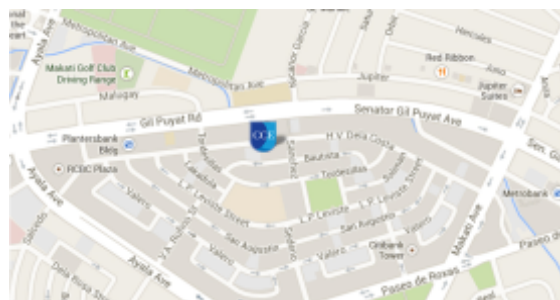
Distributor Management: Leveling Up the Key Partner

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



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November 4, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



marketing and sales management

Distributor Management

Leveling Up the Key Partner

 CENTER FOR CONTINUING EDUCATION

In today's highly dynamic and progressive market, there is a need to understand and manage a vital sales channel of most companies called Distributors vis-à-vis Key Accounts. These distributors who are extensions of the company require a unique set of skills and appreciation from sales to be managed properly and effectively.

This course provides the learning of vital skills for managing a distributor as it is a vital route-to-market strategy component of a company. It goes through the process on how to assess the distributor's operational capabilities, help build its business, assist in managing its day-to-day operations, and monitor its performance for business results.

Overall, it emphasizes what the company's representative to the distributor should be doing and how to do them well. And this is made even more critical because the distributor is the company's secondary organization and as such, its representative should possess a unique set of skills for the effective and efficient handling of the distributor.

Distributor Management: Leveling Up the Key Partner

objectives

After the course, you will:

1. Understand and define who and what distributors are vis-a-vis principals. Why do we need them?;
2. Understand the challenges, pressures and issues distributors face in their operations;
3. Appreciate and apply the ABAM model in Managing Distributors;
4. Identify and differentiate the various Distributor models in the industry and see their advantages/disadvantages; and
5. Acquire needed and critical learning in the management of distributors.

who should attend

- Distributor Sales - Specialists/Managers
- National Sales Managers
- Distributor Channel Managers
- General Managers



resource persons



MR. ROGERICK FERMIN has a successful general management experience across several industries, with solid track record of growing revenues and profitability of businesses in start-up and expansion mode. Currently, he is the Senior Vice President for Business Development and Central Sales at Metropac Movers, Inc.

Prior to this, he was the General Manager of Concept Foods Marketing Corp and Sales Director of Turris Phils Inc. and Leysam Commercial, Inc. to name a few.

Mr. Fermin has a Bachelors degree in Economics from the Ateneo de Manila University.



MR. RONALD ZIALCITA has an extensive experience in sales and distribution in the consumer goods industry. His core competencies are in general sales management, sales training and development, and operations management of distributors. He is a consultant in sales training and development with companies in the home and personal care, automotive consumables, adhesives, agri-feeds, and apparel industries.

His career includes being assigned as Sales Training Manager in Indonesia and Thailand. He also worked for different organizations, such as: Universal Robina Corporation, Sampoerna International, Sara Lee Philippines, Wella Philippines, and Unisell Corporation.

Mr. Zialcita earned his Bachelors degree in Business Administration from Adamson University.

program content

I. Who is a Distributor?

II. Who is a Principal?

III. Challenges and issues- distributor and principal

IV. Key attributes of highly successful distributor managers

V. Tools for Managing Distributors: ABAM Model

- A. Distributor selection criteria
- B. Performance scorecard
- C. Planning and analysis
- D. Strategy development and deployment
- E. Situational leadership
- F. ICO Management
- G. Payout efficiency using ROPI

VI. Distribution models: A Review

VII. Business review: Persuasive selling format

complementary courses

Sales Fundamentals: Leap Towards Your Sales Journey
December 12 - 14, 2019

Sales Management: The Leader in You
February 29, March 7, & 14, 2020

Key Accounts Management
March 19 - 21, 2020

Negotiation Skills: Deal or Deadlock
April 24 - 25, 2020