



ATENEUM DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS  
CENTER FOR CONTINUING EDUCATION



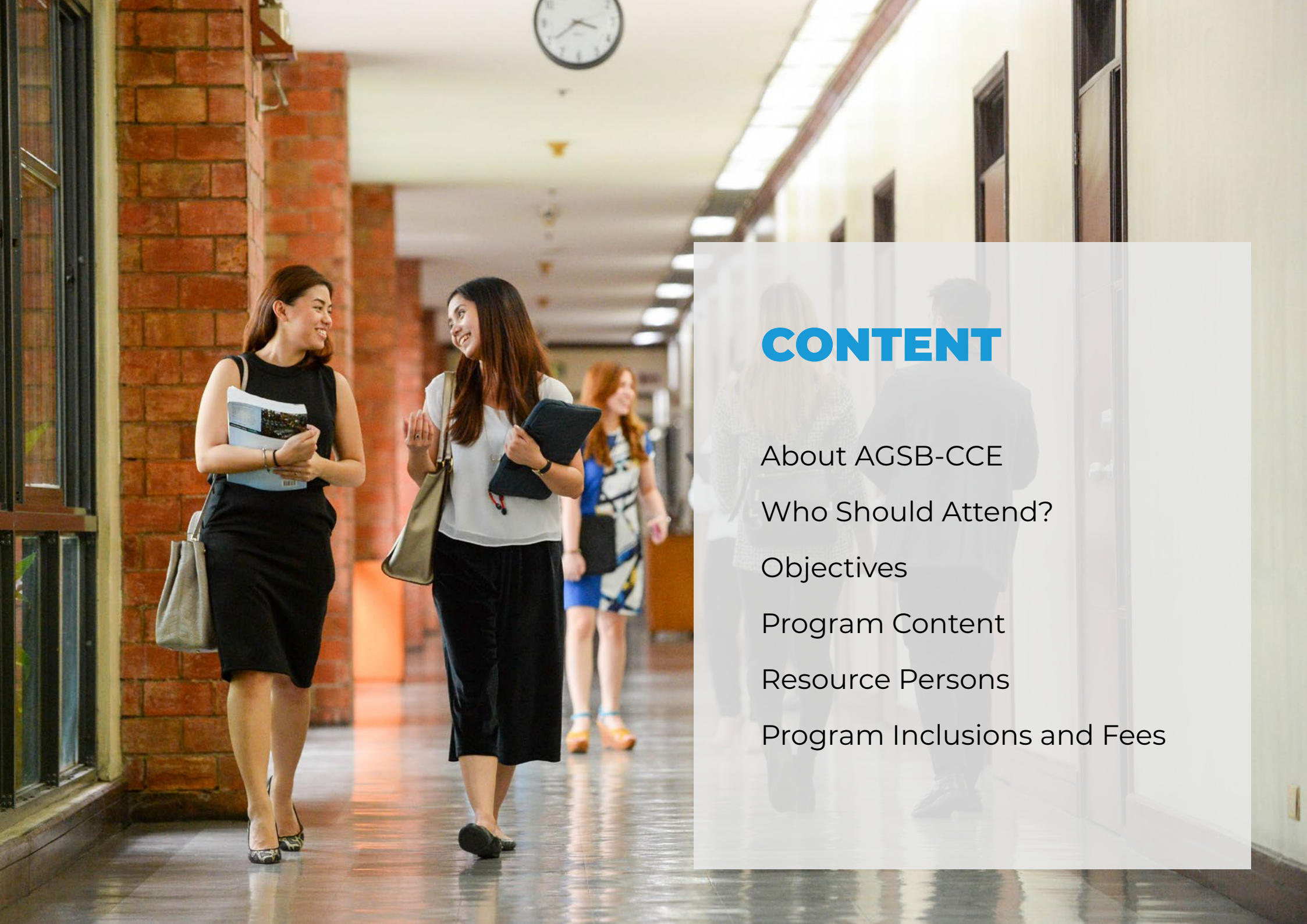
Sales Management **ONLINE PROGRAM**

# Distributor Management: Levelling Up the Key Partner

**October 6-8, 2022**

*Synchronous sessions via Zoom*

*Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)*



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# ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.

# WHO SHOULD ATTEND?

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

## OBJECTIVES

After the course, one will be able to:

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

# DISTRIBUTOR MANAGEMENT: LEVELLING UP THE KEY PARTNER

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.

## PROGRAM OUTLINE

- 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 (Assessment)
  - B. Performance Scorecard (Assessment)
  - C. Planning and Analysis - Data Sheet and Opportunities Worksheet (Building)
  - D. Strategy Development and Deployment -GOSP (Building)
  - E. Situational leadership (Assisting)
  - F. ICO Management (Monitoring)
  - G. Payout efficiency using ROPI (Monitoring)
- VI. **Distribution Models: A Review**
- VII. **Business Review: Persuasive Selling Format**

# RESOURCE PERSON



**MR. ROGERICK  
P. FERMIN**

Mr. Rogerick P. Fermin has successful general management experience across several industries (FMCG, Telco, Building technologies, Food, Logistics) with a solid track record of growing revenues and profitability of businesses in start-up and expansion mode.

Recently, he was the SVP Head of Commercial and Senior Vice President for Business Development and Sales at Metropac Movers, Inc. logistics. Prior to this, his career includes holding top executive positions in companies such as Conceptfoods Corporation (Ulalamm), as well as holding the position of President at both My Solid Technologies Corporation (MyPhone) and Solidgroup Technologies Corporation (MyHouse). His international stint was with BMS-Mead Johnson Nutritionals (Thailand) as Regional Sales Training Head covering Thailand, Philippines, Malaysia/Singapore, Vietnam and Indonesia. Currently, he is engaged in management consultancy and sales training and development with different clients and industries in the Philippines.

Mr. Fermin has a Bachelor's degree in Economics from the Ateneo de Manila University.

# RESOURCE PERSON



**MR. RONALD  
B. ZIALCITA**

Mr. Ronald B. Zialcita has extensive experience in sales and distribution with the consumer goods industry, the highlights of which have been in 1) general sales management, 2) sales training and development, and 3) operations management of distributors.

His sales career began with Procter & Gamble, starting as an ex-truck salesman covering downline stores, he had increasing responsibilities in field sales management covering major wholesalers and the modern trade (key accounts). He further moved on, with the same company, to become the sales training and development manager for the Philippines, Indonesia, and eventually Thailand.

He progressed through heading sales organizations of Universal Robina Corporation (Dairy Products Division), Sampøerna International, Sara Lee Philippines, Wella Philippines, and Unisell Corporation.

He has been doing consulting work on sales training and development with companies in home/personal care, automotive consumables, industrial adhesives, agri-feeds, telco, industrial equipment parts, apparel industries, banking, and retail industries.

He has a Business Administration degree from Adamson University and a Masters in Business Administration degree from De La Salle University.

# DISTRIBUTOR MANAGEMENT: LEVELLING UP THE KEY PARTNER

## PROGRAM DETAILS

October 6-8, 2022  
Thursday - Saturday  
8:30 am - 4:30 pm

Synchronous sessions via Zoom  
Asynchronous sessions via access to the AteneoBlueCloud  
(Canvas LMS)

## PROGRAM FEE

Php 16,500.00 (Early Eagle Rate)  
Php 18,000.00 (Regular Rate)

*\*Schedules and prices may change without prior notice.*

## INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Completion

## REGISTER NOW!

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SCAN CODE  
TO REGISTER





*Experience*  
**EXCELLENCE**