



DATES

April 28, 2020
Tuesday
8:30 am - 4:30 pm

PROGRAM FEE

Php 5,900.00 (Early Eagle Rate until April 14)
Php 6,400.00 (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.

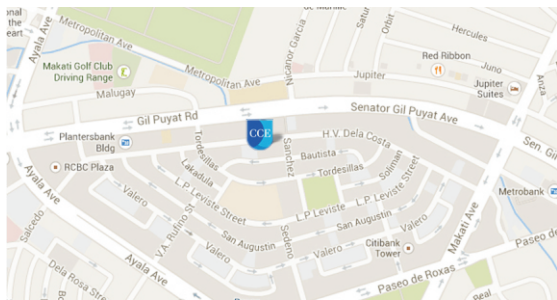
People-Leader-Goal (PLG) Sales Leadership Model

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 28, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



sales management

People-Leader-Goal (PLG) Sales Leadership Model

Stepback Sales Leadership Program Series

 CENTER FOR CONTINUING EDUCATION

In today's sales leadership landscape, it's tempting to think that the leader is the most important character in the leadership story of an organization. It's not. It's the people. When leaders patronize their own idea that they are the most important character in the leadership story of an organization, they miss a very crucial piece of information: the only reason they're called leaders is because of the people. Most would say that the people are clueless about where they should go and how to get there without a leader directing their path. They feel that it is enough reason for them to be at the center of leadership.

In this module, we will define Stepback Leadership as a philosophy using People-Leader-Goal (PLG) Sales Leadership Model. It will help transform your people from a commission to a mission mindset, from self-serving to selfless method, from tactical to strategic approach.

People-Leader-Goal (PLG) Sales Leadership Model

objectives

After the course, you will be able to:

1. Familiarize with the PLG Sales Leadership Model;
2. Understand the three characters in a sales leadership story namely customers, salesperson, and goal; and
3. Learn about the mindset-method-strategy approach in running a sales team or organization.

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 PLG Sales Leadership Model
- II. The Goal Equation (Destination)
- III. The Leader Equation (Direction)
- IV. Characteristics of a Filipino Leader
- V. The People Equation (Function)
- VI. Workshop on the PLG Canvas

complementary course

The Filipino Selling Mindset: A Guide to Stepback Sales Leadership Journey

Feb. 28, 2020

This program is designed for sales leaders who would like to rediscover the lost Filipino greatness and leadership ingenuity, map a culturally fit strategy to drive more sales and close more deals and design a sustainable program that can stand the test of time—all are based on a cultural archeological study of the UNESCO World Heritage Site Rice Terraces of the Philippine Cordilleras.

Step-in Selling

June 29-30, 2020

During the step-in process, you are required to do the following to your people: inspire, teach, and equip them. In this module, we aim to harness the sales leader's role as an inspirer, educator, and equipper.