



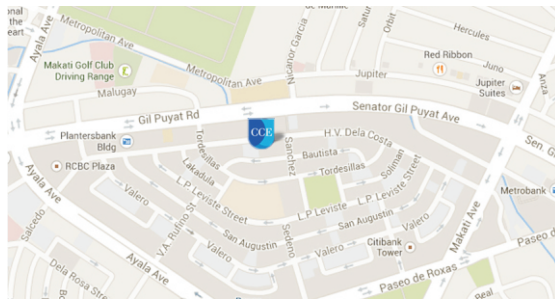
Sales Fundamentals: Leap towards Your Sales Journey

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

May 28 - 30, 2020
Thursday - Saturday
8:30 am - 4:30 pm

PROGRAM FEE

Php 17,700.00 (Early Eagle Rate
until May 14)
Php 19,200.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

+63(2)8840.2770

Schedules and prices may
change without prior notice.



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December 9, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



marketing and sales management

Sales Fundamentals: Leap towards Your Sales Journey

May 28-30, 2020

CENTER FOR CONTINUING EDUCATION

This three-day course will provide the learning of vital skills for dealing with accounts/customers and closing the sale. It goes through the process on how to:

- A. Effectively engage in an information exchange with the buyer during the sales call;
- B. Efficiently address buyer's concerns and subsequently resolve them;
- C. Effectively know what "turns on/off" the buyer;
- D. Effectively impart to the buyer what matters most about a product or a proposal; and
- E. Proficiently make effective sales presentations.

Overall, this course will emphasize what the salesperson should do in a selling call and how to do it well to get the buyer's "yes."

Sales Fundamentals:

Leap Towards Your Sales Journey

objectives

After this course, you will:

- 1. Learn to strengthen the salesperson's selling competence and thus ensuring productivity in every selling call;
- 2. Understand well what a buyer needs and wants - thus matching these with well-thought-out proposals; and
- 3. Make data-based decisions and workable ideas in view of buyers

who should attend

- Salespersons, up to sales supervisor or first-line sales manager level, with at least 1 - 2 years' field sales experience.
- Salespersons wanting to re-learn their basics and/or to refresh their selling techniques.
- Non-sales people wanting to appreciate how effective selling should be.



resource persons



MR. ROGERICK FERMIN is the General Manager of Concept Foods Marketing Corp, a company that manufactures and distributes Ulalamm, a ready to eat (RTE) brand or instant meals. He is also the Business Development Manager of Leysam Commercial, Inc. He has in-depth experience in developing and implementing selling systems and training programs in both local and regional levels. He has a proven track record in distribution management, setting up of trade channels, and business-building programs that yielded revenues and profits for various companies.

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



MR. RONALD ZIALCITA has extensive experience in sales and distribution in the consumer goods industry, and the highlights of which have been on general sales management, sales training and development, and operations management of distributors.

His sales career had been with Procter & Gamble, starting as an ex-truck salesman, and from there he had increasing responsibilities in field sales management covering major wholesalers and the modern trade (key accounts). He further moved on to becoming Sales Training Manager for Philippines/Indonesia, and eventually Thailand.

He progressed through heading the sales organizations of Universal Robina Corporation, Sampoerna International, Sara Lee Philippines, Wella Philippines, and Unisell Corporation.

program content

- I. Face-To-Face Communications
- II. Handling Objections
- III. Account Penetration
- IV. Features and Benefits
- V. Persuasive Selling
- VI. Closing Techniques

complementary courses

Distributor Management

Jan. 31, Feb. 1 & 8, 2020

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.

Sales Management: The Leader in You

Feb. 27, Mar. 7 & 14, 2020

Sales Management is designed to provide you with an insight on the characteristics, skills, and tools that a sales manager must possess to effectively manage both business and people. The course will also help assess your creative thinking and decision-making skills, while giving tips on how to improve the way you exercise these skills.

Key Accounts Management

Mar. 19 - 21, 2020

Key Accounts Management is designed to validate one's understanding of who and what these accounts really are, and thus enable one to effectively attend to these accounts so that they can always contribute to the company's well-being.