



# Sales Management

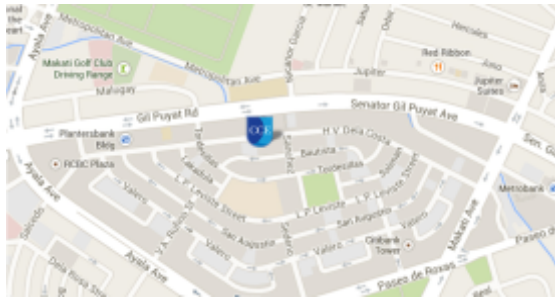
The Leader in You

## 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

February 29, March 7, & 14, 2020  
 Saturdays  
 8:30 am - 4:30 pm

## PROGRAM FEE

Php 17,700.00 (Early Eagle Rate  
 until Feb. 17)  
 Php 19,200.00 (Regular Rate)

## HOW TO REGISTER

Online

[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

## Email

[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)

## Call

(+632) 8840.2770

*Schedules and prices may  
change without prior notice.*



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October 21, 2019



ATENEO DE MANILA UNIVERSITY  
 GRADUATE SCHOOL OF BUSINESS



marketing and sales management

# Sales Management

The Leader in You

 **CENTER FOR CONTINUING EDUCATION**

Sales management requires a lot of patience, energy, and strong skills set that involves day to day decision-making, planning, organizing, controlling, and leadership. There is a high demand for well-rounded sales managers, who possess both business acumen and inspirational people management skills.

*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. Other topics to be discussed in this course include: planning, strategizing topics, and people management.

## Sales Management

### The Leader in You

## objectives

After the course, you will:

1. Gain a basic understanding of sales leadership and its relation to management;
2. Internalize the 7 characteristics of highly successful Sales managers;
3. Recognize the need for Creative thinking in sales and how to stimulate it by using various tools;
4. Be able to examine the different sales leadership styles, models, and when to apply them;
5. Be able to differentiate group vs individual decision-making and their nuances; and
6. Get a good grasp of the fundamentals in developing the necessary plans, tools, and measures to ensure achievement of sales key deliverables.

## who should attend

This course is designed for managers, supervisors, and junior executives with at least one year experience.



## 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 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. Role of supervisors and managers: Plan, Lead, Organize, Control (PLOC)
- II. 7 Characteristics of highly successful sales leaders
- III. Situational leadership in sales management
- IV. Training the sales leader: Explain, Demo, Apply, Critique (EDAC)
- V. Creative thinking module
  - A. Stimulating creative thinking
  - B. 4Ps of creativity
  - C. Different types of thinkers
  - D. Managing different types of thinkers
  - E. The 6 thinking hats
- VI. Sales decision-making principles
  - A. Sales leadership - What it is?
  - B. Group decision making (types, assets, and liabilities)
  - C. Evolution of a group: Life cycle and facilitation
  - D. Organizational learning
  - E. Leadership style concepts and models
- VII. Sales strategy: Development and deployment system