



DATES

October 29 - 30, 2019
Tuesday - Wednesday
9:00 am - 5:00 pm

PROGRAM FEE

Php 11,800.00 (Early Eagle Rate
until Oct. 15)
Php 12,800.00 (Regular Rate)

HOW TO REGISTER

Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

(+632) 8302041

Schedules and prices may
change without prior notice.

Sales Management

Managing People and the Business

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:

Ateneo Graduate School of Business - Iloilo Campus
2F, Chusuey Gymnasium, Ateneo de Iloilo,
Pacencia T. Pison Ave, Mandurriao, Iloilo City,
5000 Iloilo



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August 20, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



marketing and sales management

Sales Management

Managing People and the Business
October 29 - 30, 2019
Ateneo Graduate School of Business
ILOILO CAMPUS



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 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

Managing People and the Business

objectives

After the course, you will:

1. Understand the knowledge and skills critical to developing people and building the business in your organization and thus resulting into your effective and efficient sales management;
2. Learn the planning techniques needed to deploy top management requirements across your organization and at individual performance levels.

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. The Leader - Manager
- II. Characteristics of highly successful sales leaders
- III. Situational leadership in sales management
- IV. Training the sales leader
- V. Sales management decision-making principles
- VI. Strategy development and deployment system

complementary programs in iloilo campus

Logistics: The Management of Flow

September 10 - 11, 2019

This two-day session will discuss the essential elements in the practice of Logistics, the Warehouse and Distribution management functions. The training program will discuss the appropriate Logistics design and best strategy suited to achieve the most cost effective and timely means in meeting customer satisfaction.

Analytics for Business: Discovering Insights from Data

November 14 - 15, 2019

This two-day program combines the basics of data analytics such as methods for analyzing and using statistical data; and the fundamentals of data and results presentation through the use of appropriate visual representation including frequency tables, charts, scatterplots, among others.