



## DATES

October 15 - 16, 2019  
Tuesday - Wednesday  
8:30 am - 4:30 pm

## PROGRAM FEE

Php 11,800.00 (Early Eagle Rate  
until Oct. 1)  
Php 12,800.00 (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) 8402770

Schedules and prices may  
change without prior notice.

## Sell to Excel

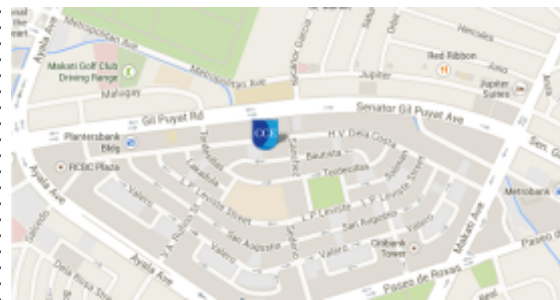
### Transformational Sales Leadership Program Series

#### 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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June 14, 2019



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



## marketing and sales management

# Sell to Excel

## Transformational Sales Leadership Program Series



CENTER FOR CONTINUING EDUCATION

***Sell to Excel*** is the second part of Transformational Sales Leadership Program. This is the HOW of Transformational Sales Leadership. This is a two-day learning workshop that will discuss the two “*killer instinct mindsets*” of excellence and service while learning the fundamental skills to excel in sales with focus on planning and presentation.

## Sell to Excel

### Transformational Sales Leadership Program Series

## objectives

After the course, you will be able to:

1. Unlock the true meaning of sales excellence;
2. Learn the importance of service satisfaction in sales;
3. Become champion sales planners;
4. Master the science and art of presentation; and
5. Gain new insights to winning clients.

## about cce

Ateneo Graduate School Business's Center for Continuing Education (CCE) supplements the degree programs by addressing issue-specific industry concerns that require immediate, purposeful, and focused response. AteneoCCE is an industry resource and partner, doing advocacy on emerging critical issues and convening interested entities so that together, they can tackle a common concern. Conscious of its vital role in society, the Center continuously improves its products and services in a creative, innovative and trend-setting way to address the changing needs of clients. Successful Ateneo CCE participants may earn elective units in AGSB MBA Programs.

## who should attend

The course is designed for:

- Potential Sales Professionals
- Seasoned Sales Professionals
- Sales Managers
- Business Owners



## resource person



**JONATHAN PETALVER** is the CEO and President of the Petalver Management Consultancy Services. He designs, conceptualizes, and conducts sales training and marketing programs to Top 1000 Philippine Companies as well as Multinational Corporations in the field of retail sales, hotels, and fast food chains, leisure, pharmaceutical, information technology, telecommunication, real estate, direct selling, and multi-level marketing companies. He is also the Program Director of Transformational Sales Leadership Programs of the Ateneo Graduate School of Business - Continuing Center for Education (AGSB - CCE).

He conducted trainings and workshops for various disciplines, such as: leadership, sales and marketing, customer service and personality development, effective business communication, team building, and motivational.

Mr. Petalver earned his Bachelor's degree in Marketing Management from the Centro Escolar University, and completing his Masters degree in Business Administration – Regis Program from the AGSB. He founded The Sales Champ Academy and The Sales Champ Club. He is the author of the Transformational Sales Leadership book *Saw Sell: Killer-Instinct Mindset to Sell More and Win More*.

## program content

- I. From excuses to excellence**
  - a. Results = passion mastery
  - b. Competence = results
  - c. Conceptual skills = creative thinking techniques
  - d. Human skills = communicating effectively
  - e. Technical skills = sales management
- II. Service that satisfies**
  - a. An introduction to customer centricity
  - b. Customer service that sells
  - c. Three keys to winning customers
- III. Planning workshop**
  - a. Getting into the game plan
  - b. Pre-during-post planning strategies
- IV. Becoming a presentation genius**
  - a. 3 As of power presentation
  - b. A-content-audience-approach

## complementary programs

### Transformational Sales Leadership Program Series

#### **Sell to Win**

September 18 - 19, 2019

#### **Sell to Serve**

November 12 - 13, 2019