



DATES

November 12 - 13, 2019
Tuesday - Wednesday
8:30 am - 4:30 pm

PROGRAM FEE

Php 11,800.00 (Early Eagle Rate
until Oct. 29)
Php 12,800.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

(+632) 8402770

Schedules and prices may
change without prior notice.

Sell to Serve

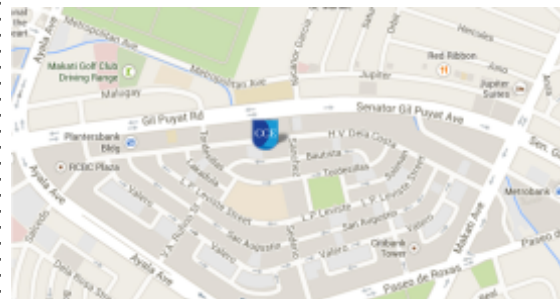
Transformational Sales Leadership Program Series

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 Serve

Transformational Sales Leadership Program Series



CENTER FOR CONTINUING EDUCATION

Sell to Serve is the third part of the Transformational Sales Leadership Program. This is the WHY of Transformational Sales Leadership. This strategic and tactical two-day learning workshop will discuss five customer-centric sales mindsets to sell more, serve more, and lead more. Sales leaders will be able to better serve and translate selling to their prospects since customer satisfaction is one thing and loyalty is another. As a leader, you must remember to lead the sales team in order to become transformational sales leaders.

Sell to Serve

Transformational Sales Leadership Program Series objectives

After the course, you will be able to:

1. Learn the five customer centric sales mindsets;
2. Become transformational sales leaders by being a servant leader;
3. Gain an understanding about sales urgency discovering the FAST sales principle; and
4. Learn that not all managers are leaders.

about cce

Ateneo Graduate School of 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. The S.E.R.V.E. sales mindset

- a. Satisfy
- b. Emphasize
- c. Respect
- d. Value
- e. Energize

II. Leading sales and sales team

- a. Leading your sales through account management
- b. Leading your sales team to be more effective

III. Leading yourself

- a. Keys to increasing your adversity quotient (AQ) and grit

IV. The F.A.S.T. sales principle

- a. Farmer-Athlete-Soldier-Teacher Success Formula

V. The transformational sales champ

complementary programs

Transformational Sales Leadership Program Series

Sell to Excel

October 15 - 16, 2019

Build. Motivate. Sustain. Keys to a Winning Team

December 17 - 18, 2019