



DATES

June 29-30, 2020
Monday-Tuesday
8:30 am - 4:30 pm

PROGRAM FEE

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

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

(+632) 8840.2770

*Schedules and prices may
change without prior notice.*

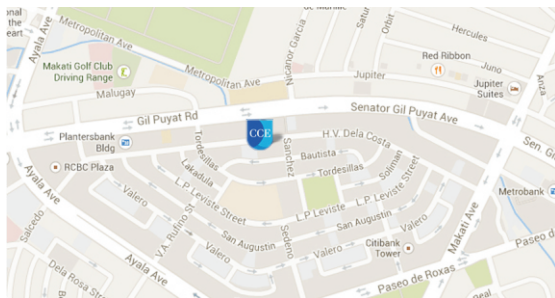
Step-in Selling

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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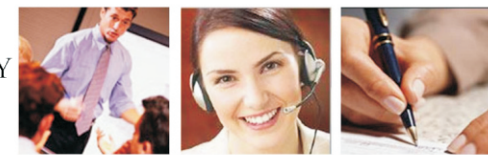
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November 28, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



sales management

Step-in Selling

Stepback Sales Leadership Program Series

CCE CENTER FOR CONTINUING EDUCATION

Without stepping in for temporary control of the organization, stepback is a guaranteed failure. Step-in is a prerequisite to a successful stepback. Without stepping in as a leader of a sales organization for temporary control, stepping back is a guaranteed failure. It's like letting a new driver take the wheel without knowing if he's capable of driving. During the step-in process, you are required to do the following to your people: inspire, teach, and equip them.

In this module, we aim to harness the sales leader's role as an inspirer, educator, and equipper.

Step-in Selling

objectives

After the course, you will be able to:

1. Learn to manage your team based on the Filipino culture;
2. Create your inspirational strategy to spark the team;
3. Bring out the teacher in you; and
4. Equip your team as preparation for stepback selling.

who should attend

Sales Leaders, Sales Executives, Sales Managers, Sales Supervisors.

resource person



Mr. Lloyd Abria Luna is the founder and CEO of Stepback, a leadership and culture development company that helps leaders and organizations see the bigger picture in life and at work. He has been an Asian motivational speaker for 15 years, delivering an average of 120 inspirational speeches annually.

He is the first Filipino to represent the Philippines in Global Speakers Summit, the first to speak in a French and European Speakers Convention, the first to become member of the board of Global Speakers Federation, and the first Registered Speaking Professional in the Philippines.

He is the youngest board member of the Global Speakers Federation, a \$1B industry that has an extended reach to over 53,000 thought leaders that impact over 50,000,000 households every year. It has 15 member-countries worldwide including the Philippines. Lloyd is the founder and president of Philippine Association of Professional Speakers.

program content

- I. Introduction to Step-In Selling
- II. Inspiration as a strategy
- III. What makes an inspiring leader
- IV. Education as method
- V. What makes a teaching leader
- VI. Equipping as a tactic
- VII. The Equipping Process

complementary course

Stepback Selling
August 20-21, 2020

In this module, we aim to introduce an original QWERTY Evaluation Model, which will help you gauge when you're ready to leave your people to do their task with fear or doubt.

Step-up Selling
October 22-23, 2020

For a sales leader, selecting from a variety of opportunities can sometimes be overwhelming, especially when you have many resources at your disposal. Your uncertain tenure may tempt you to gamble with whatever you've got because you know you can't remain in your position forever. In this module, we aim to harness the sales leader's role as a mentor, explorer, and grower.