



DATES

August 20-21, 2020
Thursday-Friday
8:30 am - 4:30 pm

PROGRAM FEE

Php 11,800.00 (Early Eagle Rate
until August 6)
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.*

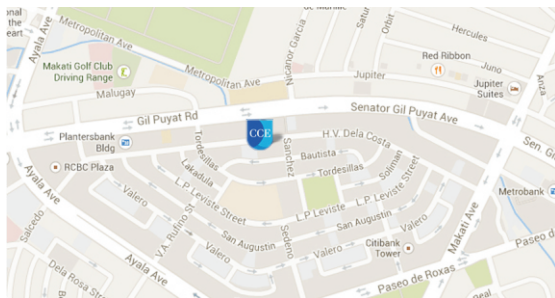
Stepback Selling

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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ATENEO DE MANILA UNIVERSITY
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sales management

Stepback Selling

Stepback Sales Leadership Program Series



CENTER FOR CONTINUING EDUCATION

Allowing your people to freely exercise their talent, skills, and creativity is an outright display of empowerment. When you permit your people to practice what you've taught them, you're giving them reason to trust you. By giving them permission, you're making them feel that they belong. But this isn't as easy as it appears. There is more to giving permission than "allowing-them-since-you've-already-taught-them." Many leaders today may find it difficult to step back, or more specifically in this phase, to delegate. The goal of this module is to harness the sales leader's role as an empowering figure, coach, and evaluator.

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.

Stepback Selling

objectives

After the course, you will be able to:

1. Empower your team through delegation;
2. Build and sustain trust within your team; and
3. Learn to evaluate your delegation process using the QWERTY Evaluation Model.

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 Stepback Selling
- II. The hurdles in giving permission to people
- III. The leader as a coach
- IV. The art and science of delegation in the Philippines
- V. Understanding the QWERTY Evaluation Model

complementary course

Step-in Selling
June 29-30, 2020

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-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.