



## DATES

Feb. 29, 2020  
Saturday  
8:30 am - 4:30 pm

## PROGRAM FEE

Php 5,900.00 (Early Eagle Rate  
until Feb. 17)  
Php 6,400.00 (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) 8840.2770

*Schedules and prices may  
change without prior notice.*

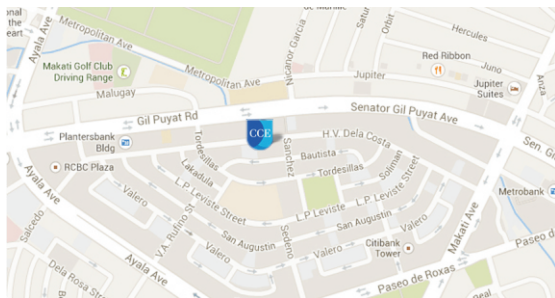
# The Filipino Selling Mindset: A Guide to Stepback Sales Leadership Journey

## 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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October 28, 2019



ATENEO DE MANILA UNIVERSITY  
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**sales management**

# The Filipino Selling Mindset: A Guide to Stepback Sales Leadership Journey

## Stepback Sales Leadership Program Series



CENTER FOR CONTINUING EDUCATION

Stepback Sales Leadership is a philosophy of putting the people at the center of sales leadership. It is an inspirational approach in understanding the dynamics of leading and managing a sales organization based on the pre-colonial story of the Filipinos. This program is designed for sales leaders who would like to rediscover the lost Filipino greatness and leadership ingenuity, map a culturally fit strategy to drive more sales and close more deals and design a sustainable program that can stand the test of time—all are based on a cultural archeological study of the UNESCO World Heritage Site Rice Terraces of the Philippine Cordilleras.

## The Filipino Selling Mindset: A Guide to Stepback Sales Leadership Journey

### objectives

After the course, you will be able to:

1. Appreciate the challenges why we can't (but must) be global sales leaders;
2. Rediscover yourself as a pro-people leader based on your authentic identity;
3. Learn the inspirational journey of ancient Filipinos based on pre-colonial Philippine history and its effect on how lead, buy and sell today;
4. Deeply understand the role of culture in a sustainable sales organization; and
5. Learn the newly decoded STEP Sales Leadership Process.

### 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. From competitor mindset to collaborative attitude
- II. The Filipino behavior explained by history and original culture
- III. Storytelling as a sales strategy (from your team to your clients)
- IV. The People-Leader-Goal or PLG Sales Leadership Model
- V. Introduction to STEPS Sales Leadership Process

### complementary course

#### People-Leader-Goal (PLG) Sales Leadership Model

*April 28, 2020*

In this module, we will define Stepback Leadership as a philosophy using People-Leader-Goal (PLG) Sales Leadership Model. It will help transform your people from a commission to a mission mindset, from self-serving to selfless method, from tactical to strategic approach.

#### 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.