



ATENEUM DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



Sales Management **ONLINE PROGRAM**

SALES MANAGEMENT: THE LEADER IN YOU

August 12 - 14, 2021 | via ZOOM



CONTENT

About AGSB-CCE

Who Should Attend?

Objectives

Program Content

Resource Persons

Program Inclusions and Fees

ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



WHO SHOULD ATTEND?

This course is designed for managers, supervisors, and junior executives with at least one year industry experience.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Gain a basic understanding of sales leadership and its relation to management;
- ➔ Internalize the 7 characteristics of highly successful Sales Managers;
- ➔ Recognize the need for Creative thinking in sales and how to stimulate it by using various tools;
- ➔ Be able to examine the different sales leadership styles, models, and when to apply them;
- ➔ Be able to differentiate group vs individual decision-making and their nuances; and
- ➔ Get a good grasp of the fundamentals in developing the necessary plans, tools, and measures to ensure achievement of sales key deliverables.

SALES MANAGEMENT: THE LEADER IN YOU

Sales management requires a lot of patience, energy, and strong skills set that involve day to day decision-making, planning, organizing, controlling, and leadership. There is a high demand for well-rounded sales managers, who possess both business acumen and inspirational people management skills.

Sales Management is designed to provide you with an insight on the characteristics, skills, and tools that a sales manager must possess to effectively manage both business and people. The course will also help assess your creative thinking and decision-making skills, while giving tips on how to improve the way you exercise these skills. Other topics to be discussed in this course include: planning, strategizing topics, and people management.

PROGRAM OUTLINE

- I. Role of supervisors and managers: Plan, Lead, Organize, Control (PLOC)**
- II. 7 Characteristics of highly successful sales leaders**
- III. Situational leadership in sales management**
- IV. Training the sales leader: Explain, Demo, Apply, Critique (EDAC)**
- V. Creative thinking module**
 - A. Stimulating creative thinking
 - B. 4Ps of creativity
 - C. Different types of thinkers
 - D. Managing different types of thinkers
 - E. The 6 thinking hats
- VI. Sales decision-making principles**
 - A. Sales Leadership - What it is?
 - B. Group decision making (types, assets, and liabilities)
 - C. Evolution of a group: Life cycle and facilitation
 - D. Organizational learning
 - E. Leadership style concepts and models
- VII. Sales strategy: Development and deployment system**

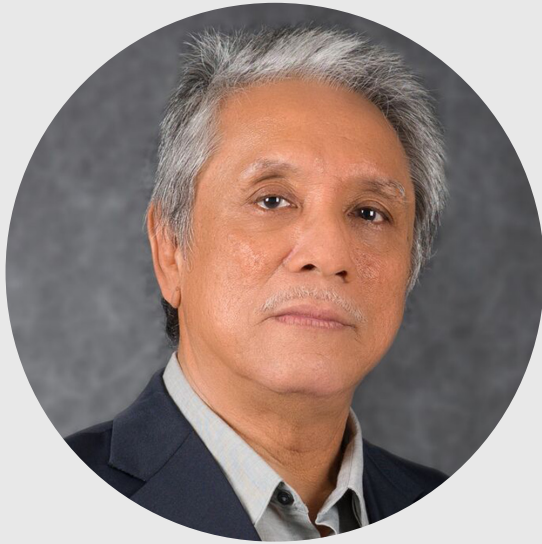
RESOURCE PERSON



MR. ROGERICK P. FERMIN

Mr. Rogerick P. Fermin has a successful general management experience across several industries (FMCG, Telco, Building technologies, Food, Logistics) with solid track record of growing revenues and profitability of businesses in start-up and expansion mode. Recently, he was the Senior Vice President for Business Development and Sales at Metropac Movers, Inc. Prior to this, his career includes holding top executive positions in companies like Conceptfoods Corporation (Ulalammm), My Solid Technologies Corp. (MyPhone) and Solidgroup Technologies Corp (MyHouse). His international stint was with BMS-Mead Johnson Nutritionals (Thailand) as Regional Sales Training Head covering Thailand, Philippines, Malaysia/ Singapore, Vietnam and Indonesia. Currently, he is engaged in management consultancy and sales training and development with different clients and industries in the Philippines. Mr. Fermin has a Bachelors degree in Economics from the Ateneo de Manila University.

RESOURCE PERSON



MR. RONALD B. ZIALCITA

Mr. Ronald B. Zialcita has extensive experience in sales and distribution with the consumer goods industry, and the highlights of which have been on 1) general sales management, 2) sales training and development, and 3) operations management of distributors.

His sales career began with Procter & Gamble, starting as an ex-truck salesman covering downline stores, and from there he had increasing responsibilities in field sales management covering major wholesalers and the modern trade (key accounts). He further moved on, with the same company, to becoming sales training and development manager for Philippines/Indonesia, and eventually Thailand.

He progressed through heading sales organizations of Universal Robina Corporation (Dairy Products Division), Sampoerna International, Sara Lee Philippines, Wella Philippines, and Unisell Corporation.

He has been doing consulting work on sales training and development with companies in the home/personal care, automotive consumables, industrial adhesives, agri-feeds, telco, industrial equipment parts, apparel industries, banking, and retail industries.

He has a Business Administration degree from Adamson University and pursued a Masters in Business Administration degree at De La Salle University as well.

SALES MANAGEMENT: THE LEADER IN YOU

PROGRAM DETAILS

Schedule via ZOOM:

August 12 - 14, 2021
(Thursday-Saturday)
8:30 am - 4:30 pm

PROGRAM FEE

Php 15,000.00 (*Early Eagle Rate until July 29*)
Php 16,500.00 (*Regular Rate*)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Course Completion

REGISTER NOW!

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SCAN CODE
TO REGISTER



Experience
EXCELLENCE