**BUILDING LASTING CUSTOMERS**

**A Workshop on Customer-Centric Selling**

**PROGRAM DESCRIPTION**

Professionals in sales-driven companies need two things to be successful in business: an excellent set of sales skills and a winning mindset. By constantly evolving to sell successfully, organizations are faced with external and internal pressures just to create the most effective connection between companies and their customers.

This learning event will help you change the way you think about sales and give you a transforming attitude to elevate your sales performance as you develop and execute effective sales strategies to achieve success in the field of sales

**LEARNING OBJECTIVES**

* Recognize the meaning and importance of own role in fulfilling your noble purpose
* Identify expectations and moments of truth to create a positive customer experience
* Develop service skills and behaviors of a sales or customer service executive to carry out the brand promise of being “attentive, reliable, available”

**COURSE OUTLINE**

**Understanding your company's noble purpose**

* What is your purpose?
* What is your brand promise?

**Understanding the customer**

* Profile of a Filipino Sales Person
* Expectations of a Customer
* Customer Journey

**Understanding what it takes to be an sales or customer service executive**

* Role-play a Moment of truth

**Sharpening my skills**

* My emotional intelligence toolbox
* Manage self
* Manage relationships
* Asking the right questions
* Telephone skills

**PROGRAM FACILITATORS**

**Boris Joaquin**

**​**

*Registered Investors in People (UK) Specialist*

*Certified Management Consultant, Institute of Management Consultants of the Philippines*

*Certified Sales Professional™, Sales and Marketing International Institute (Australia)*

*Certified Marketing Professional™, Sales and Marketing International Institute (Australia)*

* He is one of the country's top-ranked public speaker and trainer for leadership programs and other soft skills.
* The president and chief equipping officer of Breakthrough Leadership Management Consultancy (an affiliate of the United Neon Group of Companies).
* The master trainer and country representative of the Lead Like Jesus Training Program (a program designed by Ken Blanchard).
* Awardee of University of Santo Tomas' Manuel L. Quezon Leadership Award for 2 consecutive years for practicing his leadership gifts through humanitarian involvements
* Editor-in-chief of the People Manager Magazine, official publication of the People Management Association of the Philippines (PMAP) and writes a regular column for PhilStar.com and Inquirer Libre!

**Marc Arhvin Amante**

* He is a multi-awarded, business-savvy and results-oriented professional with 10 years of proven track record and progressive experience across diverse constituent groups and partnership to globally-recognized clients.
* He was instrumental in catapulting the growth of the Mainland China operations of GenPact Asia and highest attainment in productivity by the time he left the company after 3 years.
* Presently, he is doing business development for AXA Philippines, a global leading financial services firm with over 100 million clients in more than 60 countries under the Metrobank Group.
* He has spoken to top-tiered companies including GMA Network, Procter & Gamble, Toyota Financial Services, PSBank, Fujitsu and Monsanto and top universities.

**RESERVE-NOW-BEFORE-IT'S-TOO-LATE! FORM**

**TO REGISTER:**

1. Fill out the form below and email us at [seminars@saltandlight.ph](mailto:seminars@saltandlight.ph)

2. Fill out the form and fax to 813-2745

3. Send the form together with your company check to

**Breakthrough Leadership Management Consultancy, Inc.**

**2/F HPL Building, 60 Sen. Gil Puyat Avenue, Makati**

**TO INQUIRE:**

1. Call 830 2191 or 887 1571, look for Juliet

2. Email us at [seminars@saltandlight.ph](mailto:seminars@saltandlight.ph)

**BUILDING LASTING CUSTOMERS**

**A Workshop on Customer-Centric Selling**

**Facilitated by Boris Joaquin & Marc Amante**

November 27, 2019 | 9:00 AM to 5:00 PM |Joy~Nostalg Hotel & Suites Manila, Ortigas Center

*//source: BuildingLastingCustomer\_BorisJoaquin&MarcAmante\_November 27, 2019\_OP\_Website*

**YES!** Please register \_\_ participant(s) for this seminar/workshop!

**LEARNING INVESTMENT:**

|  |  |
| --- | --- |
| [  ] **Best Buy Rate:**Php7,327 +12% VAT until | [ ] **Early Bird Rate:**Php 8,327 +12% VAT. |
| [  ] **Regular Rate:**Php 9,327 +12% VAT | [  ] **Walk-in Rate:**Php 9,827 +12% VAT |

[ ] **Get 1 FREE SEAT by booking for 3 SEATS**

\*For current promo and to avail free seats, call us at **830 2191**, or email [seminars@saltandlight.ph](mailto:seminars@saltandlight.ph)

**Workshop fee includes**:

* AM & PM snacks
* Lunch
* IDs
* Manuals
* Certificates

**TERMS:**

1. Participants availing of the **Best Buy Rate or Early Bird Rate** will be given five (5) working days to settle their fees after the promo deadline. Next applicable rate shall apply if the participant fails to settle his/her fee within the five (5) working day period.
2. **Gift Certificates/Discount Vouchers** from Breakthrough Leadership or Salt & Light Ventures shall only be applied on the Regular Rate. All other promos (2 or 3+1 promo, Group and Suki discounts) are not applicable when GCs or vouchers are applied.
3. **Cancellation** seven (7) working days before the event, whether paid or unpaid, or a no-show during the event will not be honored. Failure to inform of your cancellation before the seven-day deadline will result to 30% charge to your account. This will serve as secretariat and banquet fee. Cancellation should be in writing and emailed or faxed to us.
4. Seminar participation may be transferred to another person in the same company.
5. If you wish to move your reservation to another seminar happening within the calendar year, please note that the rate of your updated seminar choice will be applied. Should the prevailing rate be higher than the initial learning investment already paid for, please settle the balance prior to the seminar date. Promo seats cannot be moved or transferred to another date or seminar.
6. We reserve the option to cancel or reschedule an event if minimum number of participants is not reached.
7. This reservation form, when completed, may also serve as your billing invoice.
8. All seminar fees must be prepaid.

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| **COMPANY DETAILS** |
| **NAME OF COMPANY/ORGANIZATION(BIR-REGISTERED NAME)** |
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| **COMPLETE ADDRESS (Address:Flr/Bldg/St.Village/Bgy./City)** |
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| **INDUSTRY** |
|  |
| **PRODUCT/SERVICES OFFERED** |
|  |
| **WEBSITE                                                 COMPANY TIN# (REQUIRED)** |
| **[  ] VAT      [  ] Zero-Rated or VAT Exempt** |

*\*For zero-rated or VAT exempt companies, please include your Certificate of Exemption or PEZA registration. Provide Form 2307 or Certificate of Tax Withheld if payment done with tax withheld. Please withhold only 2% as we are classified as suppliers or contractors of services.*

**RESERVING OFFICER'S DETAILS       [  ] MR      [  ] MS      [  ] MRS      [  ] DR      [  ] PROF**

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| --- |
| **FULL NAME** |
|  |
| **NICK NAME** |
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| **CIVIL STATUS:  [  ]Single   [  ]Married** |
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| **JOB TITLE/POSITION** |
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| **TELEPHONE #                                                    FAX #** |
|  |
| **MOBILE #                                                            EMAIL ADDRESS** |
|  |
| **PERSONAL TIN *(for personal reservation)*** |

**PARTICIPANT'S DETAILS**

**PARTICIPANT 1                  [  ] MR       [  ] MS       [  ] MRS       [  ] DR       [  ] PROF**

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| **FULL NAME** |
|  |
| **NICK NAME** |
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| **CIVIL STATUS:  [  ]Single   [  ]Married** |
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| **JOB TITLE/POSITION** |
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| **TELEPHONE #                                                    FAX #** |
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| **MOBILE #                                                            EMAIL ADDRESS** |
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| **PERSONAL TIN*(for personal reservation)*** |

Pls. check if:   [  ] Vegetarian   [  ] Food Allergy:  ­­­­­\_\_\_\_\_\_\_\_\_\_ [  ] Senior Citizen    [  ] Pregnant    [  ] PWD

**PARTICIPANT 2              [  ] MR       [  ] MS       [  ] MRS       [  ] DR       [  ] PROF**

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| **FULL NAME** |
|  |
| **NICK NAME** |
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| **CIVIL STATUS:  [  ] Single   [  ] Married** |
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| **JOB TITLE/POSITION** |
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| **TELEPHONE #                                                    FAX #** |
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| **MOBILE #                                                            EMAIL ADDRESS** |
|  |
| **PERSONAL TIN*(for personal reservation)*** |

Pls. check if:   [  ] Vegetarian   [  ] Food Allergy:  ­­­­­\_\_\_\_\_\_\_\_\_\_    [  ] Senior Citizen    [  ] Pregnant    [  ] PWD

**NOTE:**

* For more than two (2) participants, kindly add more sections to the registration form.
* Putting your mobile number is optional. It's only to be used in case we need to confirm or inform delegates of urgent, last minute changes and in case of emergencies, i.e. weather disturbances, speaker changes, etc.
* Kindly indicate your own TIN if making a personal reservation.
* Inform the secretariat by emailing [seminars@saltandlight.ph](mailto:seminars@saltandlight.ph) if the seminar seat will be transferred to another participant within the same company.
* **Billing processing** takes two to three (2 to 3) working days upon receipt of your reservation.
* Please reconfirm your reservation if you do not receive your billing or any confirmation from us through email, call, or SMS.
* For **invoice** concerns, please call Irene at (02) 889-1111 local 765.

*//source: BuildingLastingCustomer\_BorisJoaquin&MarcAmante\_November 27, 2019\_OP\_Website*

**KINDLY SELECT ONE OF THE FOLLOWING PAYMENT METHODS:**

[  ] **By Cheque.** I will send check payment to your office on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

[  ] **By Pick-up.** Please pick-up our check on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (time/date).

***Made payable to Breakthrough Leadership Management Consultancy, Inc.***

[  ] **By Bank Deposit.** (Scan copy of deposit slip with your name and seminar title and send to seminars@saltandlight.ph)

     Kindly remit the money to the following. bank details:

     Company Name: Breakthrough Leadership Management Consultancy, Inc.

     TIN #: 008-524-715-VAT

     Account #: BPI CA#3711-0082-83, Gil Puyat, Makati Branch

     Account #: Chinabank CA#143-176931-7 Gil Puyat, Makati Branch

**GROUP DISCOUNTS:**

Knock off a couple of pesos off our rates when you register in groups! Call us to inquire about our group discounts.

\* 3 delegates - Less P 300 per delegate

\* 4 delegates - Less P 400 per delegate

\* 5 or more delegates - Less P 500 per delegate

**SUKI DISCOUNTS & INCENTIVES:**

Salt & Light Ventures' regular customers get an additional P500 discount per person when booking on top of Early Bird Rates and Group Discounts.

*Please note that our regular Group Discounts and Suki Discounts & Incentives are not applicable with our 2+1 and 3+1 promos.*

**IN-HOUSE:**

We'll bring this workshop right at your base - customized and personalized to fit your training needs. Grab this opportunity to train your whole staff and attain results faster and simultaneously. Call 830 2191 or 887 1571 and look for Jenna or Kevin, or email [seminars@saltandlight.ph](mailto:seminars@saltandlight.ph) for more details.