



NASBI TRAINING PROGRAM: SALES ESSENTIALS

ABOUT THE TRAINING PROGRAM

As part of NASBI Continuing Education in its objective to upgrade the skills of broker salesmen, the **SALES ESSENTIAL** is offered to all broker salesmen. This training program consists of one full day and will cover discussions on: (i) Selling Product Benefits; (ii) Prospecting; and (iii) Understanding the Sales Process.

OUTLINE OF THE TRAINING PROGRAM

1. **Selling Product Benefits**
 - Introduction – Changes in the Industry
 - Selling Defined
 - Needs and Wants of Customers
 - 4 Factors of Purchasing Decision (Competition, Price, Product Quality, Service Quality)
 - Features/Advantage and Benefits – Categories and Types of Buyer Benefits
 - The Need for Probing Skills – Asking the Right questions to solve problems of potential customers is the best way to sell
2. **Prospecting**
 - The Value of Prospecting
 - Prospecting Process
 - Sales Lead Funnel and Your Conversion Ratio
3. **Understanding the Sales Process**
 - Sales Process Standards – Approaching customers; Need Assessment; Product Presentation; Handling Objections and Closing the Sale



ABOUT THE SPEAKER

LUIS RAMON C. ILUSTRE is a graduate of the Ateneo de Manila University with a Degree in Bachelor of Science in Management specializing in Sales and Marketing. His exposure to professional human resource training and consultancy was obtained when he joined John Clements Consultants, Inc. (JCCI) where he left in 1993, as Managing Consultant. By 1994, he ventured into training and consultancy on a per project basis and at the same time managed one of the leading distributors of Siemens Nixdorf and AT&T computers as Vice president for Sales and Marketing.

Today, he is the President and General Manager of In-Depth Training Resources, Inc. For more than 10 years, he continues to provide professional human resource training and development to many companies in the country and has been contracted to conduct training courses in the Asia Pacific (countries such as Australia, Hongkong, Singapore, Malaysia, Thailand, Indonesia, Cambodia, Laos, Saipan, Guam, Brunei and India.) In addition to the many courses on Sales and Marketing, Customer Service, Management Development and Organizational Development that he has designed and conducted, he also provides professional consultancy that involves Systems Design and Process Improvement particularly in the automotive, banking, consumer, telecommunications and pharmaceutical industry.

TRAINING FEE AND SCHEDULE

	NASBI MEMBER	NON-NASBI MEMBER
1. Fees	P3,500 per person	P4,000 per person
2. Date	May 24, 2013 (Friday)	
3. Time/Duration	9:00 Am to 5:00 PM	
4. Venue	Training Room, ACI-MART Office, Penthouse PDCP Bank Centre, V.A. Rufino cor L.P. Leviste Sts. Salcedo Village, Makati City	
5. Participants	Ideal for broker salesmen • Acceptance will be given on a first come, first served basis • NASBI members will be given priority	
6. Maximum Participants	25 participants	
7. Reservation	All reservations will be considered confirmed if not cancelled three (3) working days before the scheduled training date.	
8. Payments	Check payments should be made to the: NATIONAL ASSOCIATION OF SECURITIES BROKERSALESMEN, INC.	

For inquires and/or confirmation of registration please contact the NASBI Program Coordinator and/or fill-up the registration form and submit via fax or email on or before **May 10, 2013, Friday** to:

PROGRAM COORDINATOR

Mr. Paul A. Evora
 Chairman, NASBI Education Committee
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