



## Jumpstart your 2018 with our Training Masters!

Sensei Business Academy (powered by Mansmith and Fielders) offers fundamental courses in sales, marketing, distribution, project management, finance and business law, crafted by our Training Masters using practical case studies to hone your team's competency at an affordable training investment.



### Marketing

- Jan 25 **Beyond Event Marketing: Crafting High Impact Brand Experiences**  
by Ramon Barredo
- Feb 20 **Delivering Sales and Market Share**  
by Bert Monteron
- Apr 12 **Fighting Goliaths: Challenger Strategies that have Outsmarted Market Leaders**  
by Bert Monteron
- May 17 **Services Marketing**  
by Ramon Barredo
- Jul 17 **Formulating the Winning Marketing Plan**  
by Bert Monteron
- Jul 26 **Beyond Event Marketing: Crafting High Impact Brand Experiences**  
by Ramon Barredo
- Aug 8 **Fighting Goliaths: Challenger Strategies that have Outsmarted Market Leaders**  
by Bert Monteron
- Nov 21 **Formulating the Winning Marketing Plan**  
by Bert Monteron



### Distribution

- Apr 27 **Building Great Distribution Companies: How to Optimize Operational Efficiencies**  
by Howell Cu
- May 25 **Building Great Distribution Companies: How to Establish Strategic Partnerships with Suppliers for Profitable Volume Growth**  
by Howell Cu



### Sales

- Jan 26 **Effective Selling to Businesses**  
by Ronnie Traballo
- Feb 6 **Connecting through Communicating: Key to Effective Pitches** by Ronnie Traballo
- May 15 **Leading a Winning Sales Team**  
by Ronnie Traballo
- Oct 16 **Connecting through Communicating: Key to Effective Pitches** by Ronnie Traballo
- Nov 9 **Leading a Winning Sales Team**  
by Ronnie Traballo



### Finance & Accounting

- Jan 19 **Risk-Based Internal Auditing** by Ted Estacio
- Mar 9 **Finance for Non-Finance Personnel**  
by Ted Estacio
- Jun 22 **Management Accounting and Decision-Making** by Ted Estacio
- Aug 24 **Finance for Non-Finance Personnel**  
by Ted Estacio
- Oct 19 **Management Accounting and Decision-Making** by Ted Estacio
- Dec 14 **Risk-Based Internal Auditing** by Ted Estacio



### Trade Marketing

Mar 13 **Fundamentals of Trade Marketing**

by Milona Mier-Barraca

Jun 13 **How to Win in Merchandising**

by Milona Mier-Barraca

Aug 7 **Fundamentals of Trade Marketing**

by Milona Mier-Barraca

Sept 4 **How to Win in Merchandising**

by Milona Mier-Barraca



### Key Account

Feb 22 **Building a Winning Key Account Plan**

by Ramon Barredo

Apr 19 **Developing Top Key Account Managers**

by Ramon Barredo

Jul 19 **Fundamentals of Key Account**

**Management** by Ian Santos

Sept 20 **Building a Winning Key Account Plan**

by Ramon Barredo

Nov 22 **Fundamentals of Key Account**

**Management** by Ian Santos

Dec 6 **Developing Top Key Account Managers**

by Ramon Barredo



### HR & Business Law

Mar 27 **Fundamentals of Salary Administration and Mandatory Benefits**

by Atty. Alvin Liao Alburo

Jun 14 **Labor Code Simplified: 11 Golden Rules on Employee Discipline and Termination**

by Atty. Alvin Liao Alburo

Sept 19 **Fundamentals of Salary Administration and Mandatory Benefits**

by Atty. Alvin Liao Alburo

Nov 13 **Labor Code Simplified: 11 Golden Rules on Employee Discipline and Termination**

by Atty. Alvin Liao Alburo



### Project Management

Mar 16 **Managing Project Effectively**

by Wilhem Nolasco

Venue: Ortigas Center

Schedule may change without prior notice

#### Course Investment

For the first 10 pax

For the 11th to 15th pax

For the 16th and above pax

P3888 + VAT

P4888 + VAT

P5888 + VAT

For more information, reach us at (02) 412-0034 / 09778243888 and look for **AJ/Jobelle**.

You may also email us at [info@senseiacademy.net](mailto:info@senseiacademy.net), or visit [www.senseiacademy.net](http://www.senseiacademy.net).