



MANSMITH AND FIELDS, INC.
Helping your marketing and sales teams soar!

Think DIFFERENTLY. See things DIFFERENTLY. Do things DIFFERENTLY.
MANSMITH 2018 AUG-DEC TRAINING CALENDAR



Donald LIM Edwin TOTANES Malu DY BUNCIO Emilio MACASAET III Chiqui ESCAREAL-GO Josiah GO Frances YU Rowen UNTIVERO

AUGUST

14-15 Emilio Macasaet III's Distributor Management
16-17 Strategic Account Development and Management for B2B by Rowen Untivero

SEPTEMBER

4-5 13th Advanced Key Account Management by Emilio Macasaet III
4-5 34th Market-Driving Strategies by Josiah Go
11-12 Channel Management by Emilio Macasaet III
13-14 63rd Rowen Untivero's Effective Tactical Negotiation
18 NEW! Marketing-Oriented Selling by Chiqui Escareal-Go
25-26 2nd Strategic Planning: Roadmapping your Future by Malu Dy Buncio
27-28 9th New Rules of Retail Marketing by Frances Yu

OCTOBER

2-3	12th Advanced Trade Marketing	by Emilio Macasaet III
4-5	NEW! Sales Leadership Strategies and Style	by Rowen Untivero
4-5	5 Skills of Master Strategists	
11-12	12th Superior Selling Science and Mechanics	by Rowen Untivero
16-17	9th Defense Marketing	by Edwin Totanes
16-17	20th Strategic Marketing: 24 MBA Analytical Tools	by Chiqui Escareal-Go
18-19	Omni-Channel Strategy	by Emilio Macasaet III
23-24	8th Loyalty Programs that Soar	by Frances Yu

NOVEMBER

8-9	28th Negotiation Strategies and Secrets	by Rowen Untivero
8-9	NEW! Advanced Distributor Management	by Emilio Macasaet III
9	Service Innovation and Servitization	by Chiqui Escareal-Go
13-14	4th Challenger Marketing	by Edwin Totanes
15-16	Time and Sales Territory Management	by Emilio Macasaet III
15-16	74th Fundamentals of Marketing for New and Non-Marketing	by Chiqui Escareal-Go
20-21	3rd Beyond Advertising: The Brand As Experience	by Frances Yu
27-28	Josiah Go's 100th Marketing Strategy and Plans	

DECEMBER

4-5	Category Management	by Emilio Macasaet III
6-7	From Selling to Managing	by Rowen Untivero
11-12	Marketing and Sales Implementation	by Chiqui Escareal-Go
13-14	Digital Marketing Plan	by Donald Lim
13-14	Field-Self Management	by Emilio Macasaet III

**schedules may be subject to change*

FOR INQUIRIES AND REGISTRATION

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