



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

Think DIFFERENTLY. See things DIFFERENTLY. Do things DIFFERENTLY.
MANSMITH 2018 FIRST HALF TRAINING CALENDAR



JANUARY

16-17	<u>NEW!</u> Brand Managers' Bootcamp	by Edwin Totanes
23-24	8th Retail Marketing	by Frances Yu
25-26	<u>NEW!</u> Basic Trade Marketing	by Emilio Macasaet III

FEBRUARY

1-2	11th Superior Selling Science and Mechanics	by Rowen Untivero
8	10th Social Media Marketing	by Donald Lim
13-14	73rd Fundamentals of Marketing for New Marketing and Non-Marketing	by Chiqui Escareal-Go
13-14	Time and Sales Territory Management	by Emilio Macasaet III
21-22	33rd Market Driving Strategies	by Josiah Go

MARCH

1-2	69th From Selling to Managing	by Rowen Untivero
6-7	<u>NEW!</u> Basic Key Account Management	by Emilio Macasaet III
9	<u>NEW!</u> Systematic Handling of Selling Obstacles	by Rowen Untivero
13-14	Emilio Macasaet III's Distributor Management	
20-21	3rd Challenger Marketing	by Edwin Totanes

APRIL

3-4	99th Josiah Go's Marketing Strategy and Plans, version 2.0	
5-6	11th Advanced Trade Marketing	by Emilio Macasaet III
12-13	19th Digital Marketing Plan	by Donald Lim
17-18	<u>NEW!</u> Field Self Management	by Emilio Macasaet III
19-20	Influencing Skills Using 3D Language	by Rowen Untivero
24-25	<u>NEW!</u> New Product Development and Launch	by Edwin Totanes
25-26	22nd Delivering Outstanding Service	by Chiqui Escareal-Go

MAY

3-4	13th Advanced Key Account Management	by Emilio Macasaet III
8-9	42nd Marketing and Sales Implementation	by Chiqui Escareal-Go
10-11	61st Rowen Untivero's Effective Tactical Negotiation	
22-23	5 Skills of Master Strategists	by Josiah Go
24-25	3rd Beyond Advertising: the Brand as Experience	by Frances Yu
29-30	Innovating your Marketing Mix	by Edwin Totanes

JUNE

1	Strategies and Secrets of Sales Achievers	by Rowen Untivero
5-6	Emilio Macasaet III's Distributor Management	
7-8	27th Negotiation Strategies and Secrets	by Rowen Untivero
7-8	19th Strategic Marketing: 24 MBA Analytical Tools	by Chiqui Escareal-Go
14-15	<u>NEW!</u> Route to Market Strategy	by Emilio Macasaet III
22	12th Viral Marketing	by Donald Lim
26-27	9th Defense Marketing	by Edwin Totanes

**schedules may be subject to change*

FOR INQUIRIES AND REGISTRATION

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