



Go Beyond Basic Skills. Be A Specialist!

Did you know that attending different Guthrie-Jensen seminars enables you to gain **specialization** in your field and in your organization?

We can help you achieve your desired specialization.

Specialist in Business Administration (SBA)

Phase One: Business Fundamentals

- Strategic Planning
- Operational Planning
- Practical Financial Management
- Strategic Marketing
- Strategic Human Resources Management
- Business Process Improvement
- People Handling Skills

Phase Two: Business Operations Skills

- Problem Solving and Decision Making
- Effective Project Management
- Negotiating Successfully
- Sales Management
- Powerful Presentation Skills
- Advanced People Handling Skills
- Leadership Communication
- Influencing Skills

Management Specialist

Phase One: Management Fundamentals

- People Handling Skills
- Managing for Results
- Problem Solving and Decision Making
- Effective Project Management
- Personality Development
- Interpersonal Skills
- Powerful Presentation Skills
- Negotiating Successfully

Phase Two: Advanced Management

- Advanced People Handling Skills
- Managing Work Attitudes and Behaviors
- Leadership Communication
- Communication Assertiveness
- Influencing Skills
- Business Process Improvement

Sales Specialist

Phase One: Sales Fundamentals

- Creative Selling
- Powerful Presentation Skills
- Negotiating Successfully
- Effective Business Writing
- Communication Assertiveness
- Personality Development
- Interpersonal Skills

Phase Two: Sales Management Skills

- Sales Management
- People Handling Skills
- Key Account Management
- Effective Debt Collection
- Influencing Skills
- Managing Work Attitudes and Behaviors

Customer Service Specialist

Phase One: Customer Service Fundamentals

- Proactive Customer Service
- Handling Difficult and Exceptional Clients
- Personality Development
- Communication Assertiveness
- English Fluency

Phase Two: Customer Service Management

- Managing Customer Service
- Creative Selling

Marketing Specialist

- Strategic Marketing
- Strategic Planning
- Creative Selling
- Powerful Presentation Skills
- Effective Business Writing
- Personality Development
- Proactive Customer Service
- Handling Difficult and Exceptional Clients

Contact Center & Shared Services Specialist

Phase One: Foundational Skills

- English Fluency
- Effective Business Writing
- Communication Assertiveness
- Proactive Customer Service
- Interpersonal Skills
- Personality Development
- Effective Debt Collection

Phase Two: Contact Center Management

- Training the Trainers
- People Handling Skills
- Managing Work Attitudes and Behaviors
- Managing Customer Service
- Negotiating Successfully
- Business Process Improvement
- Leadership Communication

Essential Non-Technical Skills for Technical Experts

Phase One: Fundamental Skills

- Effective Project Management
- Problem Solving and Decision Making
- Managing for Results
- Powerful Presentation Skills
- Communication Assertiveness
- English Fluency
- Effective Business Writing

Phase Two: Management of IT Professionals

- People Handling Skills
- Managing Work Attitudes and Behaviors
- Training the Trainers
- Business Process Improvement

Human Resources Management Specialist

- Strategic Human Resources Management
- Strategic Planning
- Business Process Improvement
- Employee Engagement
- Managing Work Attitudes and Behaviors
- Managing Employee Performance
- Influencing Skills

Business Communication Roadmap

Phase One: Communication Fundamentals

- Effective Business Writing
- Communication Assertiveness
- English Fluency

Phase Two: Business Communication Skills

- Powerful Presentation Skills
- Leadership Communication
- Influencing Skills
- Negotiating Successfully

Call Guthrie-Jensen today at (+63-2) 816-1610 to know the best track for you and your organization.



The Philippines' Leading Management Training and Consultancy Organization

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