
*Seminar: Business Dynamics in Supply Chain, Customer Management,
Sales, and HR*

Duration – 1 day (8 hours)

Morning Session: Supply Chain Management

1. **Introduction to Modern Supply Chain Trends**
 - Understanding Supply Chain Dynamics
 - Importance of Agility and Adaptability
2. **Supply Chain Optimization**
 - Streamlining Operations for Efficiency
 - Inventory Management Strategies
3. **Supply Chain Resilience**
 - Risk Mitigation and Contingency Planning
 - Navigating Disruptions in Global Supply Chains

Mid-Morning Session: Customer Management

4. **Customer-Centric Approach**
 - Building Customer Relationships
 - Enhancing Customer Experience Strategies
5. **Data-Driven Customer Insights**
 - Leveraging Data for Personalization
 - Customer Segmentation and Targeting Techniques

Lunch Break & Networking Session

Afternoon Session: Sales Strategies

6. **Modern Sales Techniques**
 - Consultative Selling Approaches
 - Sales in the Digital Age
7. **Sales Pipeline Management**
 - Lead Generation and Conversion Strategies
 - Sales Forecasting and Metrics

Mid-Afternoon Session: Human Resources Management

8. **Talent Acquisition and Retention**
 - Recruitment Strategies for Top Talent

	<ul style="list-style-type: none">• Employee Engagement and Retention Tactics
9.	Performance Management
	<ul style="list-style-type: none">• Setting KPIs and Performance Metrics• Strategies for Employee Development

Interactive Panel Discussion: Integration of Business Functions	
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10. Roundtable Discussion: Cross-Functional Collaboration
<ul style="list-style-type: none">• Interlinking Supply Chain, Customer Management, Sales, and HR• Collaborative Strategies for Business Success