
*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

- Employee Engagement and Retention Tactics

9. **Performance Management**

- Setting KPIs and Performance Metrics
- Strategies for Employee Development

Interactive Panel Discussion: Integration of Business Functions

10. **Roundtable Discussion: Cross-Functional Collaboration**

- Interlinking Supply Chain, Customer Management, Sales, and HR
- Collaborative Strategies for Business Success