

Alumni Guest Lecture Report

Title of the event	Service Industry Sales Operations Process
Organized Date	12th Sept. 2024
Name of the coordinators of the event	Mrs. S. P. Dudhe
Organizing Committee	Alumni Association Cell SIPS
Number of Participants	98
Alumni Guest of the event	Ms. Dhanashree Khalane(Senior Sales Operation Associate)
Objective of the event	<ul style="list-style-type: none"> • To understand the critical processes in sales operations within the service industry. • To learn about the challenges and strategies for optimizing sales in service-based businesses. • To provide insights into the application of operational frameworks to improve sales performance. • To explore the role of sales operations in driving customer satisfaction and business growth.
Outcomes of the event	<ul style="list-style-type: none"> • Gained a detailed understanding of the sales operations process specific to the service industry. • Learned about real-world challenges and how to address them using operational strategies. • Understood how sales operations can be optimized to boost customer satisfaction and overall business outcomes. • Engaged in a discussion on how service industries differ from other sectors in terms of sales techniques and processes.

Report

On 12th September 2024, Sandip Institute of Pharmaceutical Sciences, Sandip Foundation, Mahiravani, Nashik, hosted an informative online guest lecture titled "*Service Industry Sales Operations Process*," delivered by Ms. Dhanashree Khalane, an esteemed alumnus. This session was attended by the B.Pharm final year students, offering them valuable insights into the sales operations that are fundamental to the service industry.

The event commenced with an introduction and welcomed Ms. Khalane and provided a brief overview of her professional achievements. Ms. Khalane started her session by explaining the essential components of sales operations, highlighting how they differ from product-based industries and focusing on service-based sales.

Her presentation delved into the intricacies of managing sales teams, ensuring process efficiency, and utilizing technology to streamline sales efforts. She illustrated her talk with examples from her own experience, providing students with knowledge of how sales operations drive success in the service industry.

A key part of her session focused on challenges like customer retention, sales team coordination, and adapting to changing market conditions. She also spoke about the significance of data analytics in optimizing sales performance.

The lecture concluded with an engaging Q&A session, where students asked insightful questions about career opportunities and operational strategies in the service sector. Ms. Khalane provided thoughtful responses that encouraged further reflection on the role of sales operations in business success.

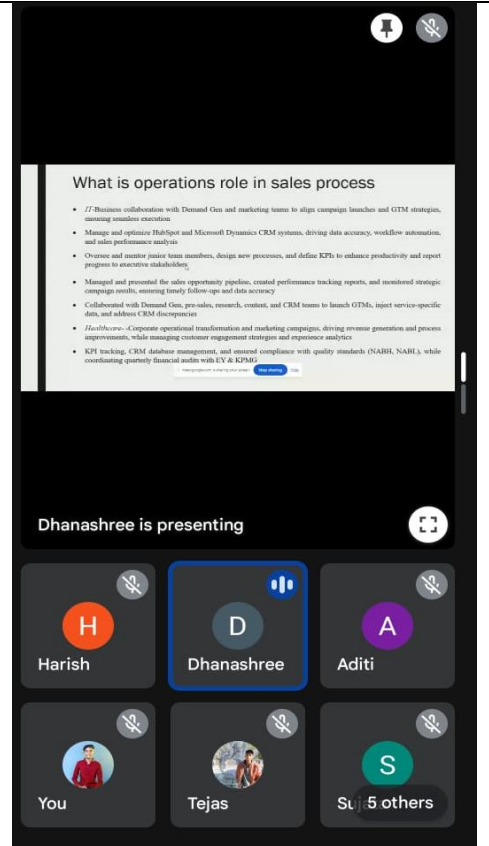
The event concluded with a vote of thanks by Prof. S. P. Dudhe acknowledging Ms. Khalane's contribution and her ongoing support for the students at SIPS.



Glimpses of Program



Students Engaged in a Classroom for Alumni Guest lecture Session.



Virtual Presentation on Operations Role in Sales Process



Faculty members and Students Attending an Interactive Session.




Event Co-ordinator
Prof. Sujata Dudhe



IQAC Co-ordinator
Dr. Marina D'Souza



Principal
Dr. L.B. Borse