

SUPPLY CHAIN MANAGEMENT FOR SELLERS

“Driving Value, Visibility, and Velocity through Seller-Centric Supply Chain Strategies”

Schedule

| Date | Venue | Fees (Face-to-Face) |
|------------------|------------|-----------------------|
| 02 – 06 Mar 2026 | Dubai, UAE | USD 3495 per delegate |

Introduction

In today’s dynamic marketplace, sellers play a pivotal role in global supply chains. The ability to manage logistics, respond to buyer requirements, and optimize operational flow can significantly affect profitability and reputation. This course is designed to help seller-side professionals navigate the complexities of supply chain management, including procurement collaboration, performance optimization, and strategic relationship building.

Over five intensive days, participants will develop a comprehensive understanding of how to align supply chain execution with buyer expectations, drive value-added services, and improve supply chain responsiveness, all while managing risk and cost efficiently.

Objectives

By the end of this course, participants will be able to:

- Understand the full scope of supply chain functions from a seller’s perspective.
- Develop strategies for seller-buyer integration and communication.
- Improve logistics, fulfillment, and order cycle performance.
- Manage supplier and customer-side risks effectively.
- Enhance service levels, responsiveness, and cost-to-serve visibility.
- Align supply chain KPIs with contractual commitments and SLA terms.
- Use tools for demand planning, inventory control, and order management.

Why Attend

- Strengthen your seller capabilities across supply chain functions.
- Learn how to meet customer KPIs while optimizing internal operations.
- Manage contractual performance and supplier relationships effectively.
- Leverage data and digital tools to improve visibility and accountability.
- Improve profitability and competitiveness in the value chain.

Target Audience

This program is designed for:

- Sales logistics and supply chain managers
- Supplier relationship managers
- Commercial and vendor performance analysts
- Procurement, fulfillment, and distribution leads
- Contract managers and seller-side representatives

Individual Benefits

Key competencies that will be developed include:

- Practical supply chain analysis and operations improvement
- KPI tracking and service delivery assurance
- Contractual compliance and supplier coordination
- Data-based inventory and delivery planning
- Stakeholder communication and supply chain agility

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced service to clients and buyers through consistent delivery
- Better internal alignment between sales, operations, and logistics
- Improved working capital through better inventory and order flow
- Reduced risk of penalties or customer dissatisfaction
- Higher overall supplier performance and customer retention

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Interactive Lectures – Frameworks, models, and principles
- Practical Exercises – Use of real seller-side case examples
- Simulation Activities – Contract management and fulfillment alignment
- Group Work – Risk and process improvement analysis
- Facilitated Q&A – Guidance on practical workplace challenges
- Tools – SLA design templates, scorecards, and order flow maps

MAWA EVENTS

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Course Outline

Detailed 5-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 2–3 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Seller Role in the Supply Chain Ecosystem

• **Module 1: Introduction to Seller-Side Supply Chain (07:30 - 09:30)**

- Understanding supply chain structure from a seller's lens
- Key seller responsibilities in the supply chain
- Current trends impacting supplier-side performance

• **Module 2: Buyer-Supplier Relationship Models (09:45 - 11:15)**

- Collaboration vs. compliance contracts
- Relationship governance and information sharing
- SLAs and KPIs for managing expectations

• **Module 3: Aligning Internal Teams to External Commitments (11:30 - 01:00)**

- Coordination between sales, operations, and logistics
- Impact of delayed response and cost-to-serve
- Linking service performance to account retention

• **Module 4: Case Study - Analyzing Failed Supplier Performance (02:00 - 03:30)**

- Group exercise to identify breakdowns and recommend corrections
- Lessons learned from client escalations

Day 2: Inventory, Fulfillment, and Delivery Strategy

• **Module 5: Seller Inventory Management Techniques (07:30 - 09:30)**

- ABC classification and stocking strategies
- Demand planning for committed order volumes
- Impact of overstock and stockouts on profitability

• **Module 6: Order Fulfillment and Cycle Time Management (09:45 - 11:15)**

- Metrics: OTIF (on-time-in-full), fill rates, and backlog
- Fulfillment models: make-to-stock vs. make-to-order
- Order status visibility and automation tools

• **Module 7: Warehouse and Last-Mile Delivery Planning (11:30 - 01:00)**

- Packaging, labelling, dispatch coordination
- Choosing the right logistics partners
- Handling returns and failed deliveries

• **Module 8: Exercise - SLA Impact Simulation (02:00 - 03:30)**

- How to respond to order failures and avoid penalties
- Practice session on performance recovery

Day 3: Risk Management and Disruption Recovery

• **Module 9: Identifying Risks in the Seller Supply Chain (07:30 - 09:30)**

- External and internal sources of risk
- Qualitative vs. quantitative risk assessment tools
- Managing tier-2 supplier disruptions

• **Module 10: Contingency Planning and Escalation Paths (09:45 - 11:15)**

- Business continuity and escalation protocols
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Buyer-side notifications and pre-emptive actions

- Internal dashboards for risk signals
- **Module 11: Process Recovery and Root Cause Analysis (11:30 - 01:00)**
- RCA tools for fulfillment and delivery issues
- Preventive actions for recurring failures
- Communicating change actions to clients
- **Module 12: Simulation - Managing a Live Disruption (02:00 - 03:30)**
- Team scenario: disruption management in real time
- Stakeholder negotiation and reporting

Day 4: Contractual and Commercial Obligations

- **Module 13: Contractual Terms and Risk Transfer (07:30 - 09:30)**
- Delivery terms (INCOTERMS), liabilities, and damages
- Shared risk vs. sole risk provisions
- Legal vs. commercial interpretations
- **Module 14: Claims Management and Dispute Resolution (09:45 - 11:15)**
- Causes of disputes in supply chain performance
- How to present performance defense and mitigation
- Internal documentation for claims support
- **Module 15: Commercial Pricing and Cost Recovery (11:30 - 01:00)**
- Cost-to-serve modeling and mark-up analysis
- Variations, scope creep, and change orders
- Margin protection through procurement alignment
- **Module 16: Workshop - Building a Balanced SLA (02:00 - 03:30)**
- Designing fair, enforceable, and measurable agreements
- Peer review and feedback session

Day 5: Digital Tools, Performance Reporting, and Wrap-Up

- **Module 17: Digitalization of the Seller Supply Chain (07:30 - 09:30)**
- Tools for supply chain visibility and planning
- ERP and e-commerce integration
- Using dashboards and alerts
- **Module 18: Performance Measurement and Continuous Improvement (09:45 - 11:15)**
- KPI tracking and performance diagnostics
- Benchmarking against competitors or internal SLAs
- Forecasting vs. actual reporting
- **Module 19: Presentation to Buyers and Internal Reporting (11:30 - 01:00)**
- Structuring monthly and quarterly reviews
- Graphical dashboards and storytelling with data
- Communicating successes and improvement plans
- **Module 20: Course Review and Final Action Plan (02:00 - 03:30)**
- Course recap, peer discussions, and strategy alignment
- Group action planning and final feedback

Certification

Participants who complete the program will receive a **Certificate of Completion in SUPPLY CHAIN MANAGEMENT FOR SELLERS**, recognizing the development of practical and strategic financial expertise.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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