

Management Development Prog. held at SDM-IMD



A group photo of the participants of the Management Development Programme with SDM-IMD Director Dr. N.R. Parasuraman and others.

Mysuru, July 30- A one-day Management Development Programme (MDP) on 'Managing Difficult Customers' was held at SDM Institute for Management Development (SDM-IMD) here re-

cently. Sessions were conducted on the role of perception and personality in handling customers. The resource persons were Dr. Mousumi Sengupta and Prof. R. Sugant, faculty at SDM-IMD.

They discussed tools such as emotional intelligence in dealing with difficult customers in the sessions.

The programme dealt on areas like role of self in managing

difficult customers, needs of difficult customers, steps involved in complaint handling etc. The activity-based workshop drew wide participation from industries in Mysuru and Nanjangud.

Earlier, Dr. N.R. Parasuraman, Director, SDM-IMD, welcomed. Prof. Malathi Sriram, Coordinator, introduced the resource persons and presented the theme of the programme.