

# Salim Hajje

Regional Director at Business Unlimited

Beirut, , LB

An Adviser & Trainer to private and government institutions among which "The Lebanese Parliament", "The Lebanese Franchise Association-LFA",

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## Biography

**BACKGROUND & PHILOSOPHY** Dr. Hajje has been an entrepreneur for around 25 years. He has started, partnered, consulted, coached and managed businesses all over the world. Dr. Hajje is an Advisor to private and government institutions among which "The Lebanese Parliament", "The Lebanese Franchise Association-LFA", The Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon- CCIABML, "The Lebanese Association of Certified Public Accountants-LACPA". Dr. Hajje is always working to stretch the limits of his knowledge and abilities. He earned his Ph.D. degree in Strategy Management from the University of Michigan and still reads business, management, marketing and selling books hungrily. Dr. Hajje gives talks on management and marketing to several professional groups each year, and delivers comprehensive marketing and management workshops. He likes to share his knowledge, and makes it a practice to give away whatever he can. Dr. Hajje assists client companies and entrepreneurs to optimize their performance through the recognition and adoption of best known and innovated practices. Dr. Hajje a leading international multicultural expert in the field of management, marketing, communication and organizational relationships. Dr. Hajje a contributor to many publications among which "The Handbook of Management", as well as author of several Customized Practical Training Manuals and workbooks. Has published several eBooks series like "The Secret Guide Series", "Executive Secrets Series", and "Becoming an Entrepreneur Series". Has written articles in numerous business magazines, "Business Index", "Management", "Al-Murakeb", "Hospitality Magazine", "Lebanon Opportunities", "ILOUBNAN", etc. Dr. Hajje a mentor and a regular leader, of in-company courses, a lecturer and speaker in many universities and conferences. Dr. Hajje's experience is the result of over 25 years career in key positions at senior level of international consultancies and as a top level Director. This have provided him with a strong blend of sharp end business experience plus analytical and implementation abilities. It enables him either to undertake project bases consultancy or to act as an interim director when "hands-on" help is needed His business acumen was internationally recognized several times and won many titles, certificates and awards

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## Availability

Keynote, Moderator, Panelist, Workshop

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## Industry Expertise

Import and Export, Retail, Direct Marketing, Human Resources, Corporate Leadership, Business Services, Training and Development, Advertising/Marketing, Food and Beverages, Management Consulting

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## **Areas of Expertise**

Strategic Planning, Family Business Planning, Wholesale & Retail Sales Management, Marketing & Media Strategy, Franchising, Export Development, Supply Chain & Logistics, Crm Strategy, Business Renewal, Budgeting

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## **Affiliations**

The Lebanese Franchise Association-LFA, The Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon- CCIABML

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## **Sample Talks**

### **Franchisor Success Strategies**

Understand the secrets of a successful franchisor. Present management, financing, marketing and development of an effective successful and sustainable franchising system and strategies. Training Outline: o The franchisor quick-start program o Developing franchise growth o The franchisor feasibility study - the "plan for success" o Management and operations o Finance and franchising o The franchisee prospectus o The franchise contract o Sales management o The franchisee o Franchisor / franchisee relationship o Multi-unit franchising o Training and development o The franchisee advisory councils o Being a professional

### **Strategy Management**

Strategy is all about setting direction - not just for the organization but also in the hearts and minds of employees and customers. Strategy in turn will define the organization, remove complacency and focuses effort towards the achievement of financial and strategic objectives. This strategic management training course is designed to prepare managers and trainers on how to introduce strategic management within any organization. Learning Objectives Within this Training course participants will learn about: What is Strategy? Sets Direction Focuses Effort Defines the Organization Provides Consistency Do We Need Strategy? Characteristics of Effective Strategy Managers The Ten Main Strategy Schools. Design Planning Positioning Entrepreneurial Cognitive Learning Power Cultural Environmental Configurational How To Employ A Five Step Strategy Model. Develop Vision and Mission Setting Financial and Strategic Objectives Creating a Strategy to Achieve Objectives Implementing and Executing Strategy Evaluating and Correcting

## **EXPORT MANAGEMENT**

TRAINING OUTLINE SECTION 1: IDENTIFYING YOUR EXPORT MARKETS ? MAJOR BENEFITS OF EXPORTING ? EVALUATE YOUR EXPORT READINESS ? MISTAKES YOU SHOULD AVOID ? INTERNATIONAL MARKET RESEARCH ? APPROACH TO GLOBAL MARKET RESEARCH ? DETERMINE YOUR INTERNATIONAL STANDARDS SECTION 2: LOCATING YOUR EXPORT SALES REPRESENTATIVES ? DETERMINE THE TYPE OF EXPORT SALES REPRESENTATIVE YOU WILL NEED ? SELECT POTENTIAL EXPORT SALES REPRESENTATIVES ? TRAVEL TO YOUR PRIMARY EXPORT MARKETS ? INTERVIEW POTENTIAL EXPORT SALES REPRESENTATIVES ? APPOINT YOUR EXPORT SALES REPRESENTATIVES SECTION 3: PRICING YOUR PRODUCTS AND BUDGETING FOR EXPORT ? OVERPRICING PRODUCTS IN FOREIGN MARKETS ? EXPORT PRICING FLOW CHARTS ? EXPORT PRICING METHODS ? EXPORT MARKET ENTRY PRICING STRATEGIES ? INTERNATIONAL PRICE SHEET ? BUDGETING FOR EXPORT SECTION 4: WRITING YOUR EXPORT MARKETING AGREEMENTS ? TYPES OF EXPORT MARKETING AGREEMENTS ? PROVISIONS OF AN EXPORT MARKETING AGREEMENT ? REVIEW OF THE EXPORT MARKETING AGREEMENT SECTION 5: SHIPPING YOUR PRODUCTS OVERSEAS ? WORKING WITH A FOREIGN FREIGHT FORWARDER ? EVALUATING AND SELECTING A FREIGHT FORWARDER ? FOREIGN TRADE TERMS (INCOTERMS) ? MAJOR INTERNATIONAL SHIPPING DOCUMENTS ? EXPORT LICENSES ? FOREIGN IMPORT DUTIES AND TAXES SECTION 6: RECEIVING PAYMENT FOR YOUR EXPORT SALES ? RISKS INVOLVED IN EXPORT PAYMENT METHODS ? METHODS OF EXPORT PAYMENT

### **Customer Relationship Management(CRM)**

How would a system for managing customer relationships impact your organization? Customers are the core requirement for any business and as such there is a need to foster and maintain great customer relationships with them. This customer relationship management training course takes a refreshing look at the key requirements for a CRM process that integrates your organization with those of your customers. You will learn how to introduce a successful customer relationship management program in your organization and reap the enormous benefits as a result. Learning Objectives On completion of this learning toolbox participants will: Understand what is Customer Relationship Management? Focus on Relationships How Does CRM Impact The Organization? Why Does The Organization Need CRM? CRM As A Product CRM As A Process Identify Your Customers Identifying Your Customer Internal Customers External Customers Why Do We Need Customers? Customer Expectations Integrating The Customer Generating A Customer Focused Solution Managing Your Customer Why Manage Customers? Pareto Principle Customer Value Hierarchy of Service Information Versus Knowledge Customer and Culture Measuring CRM Characteristics of Excellent CRM Measuring Customer Service Problems in CRM Process Analysis in CRM Standards and Continuous Improvement in CRM Standards The QCT Link in CRM Continuous Improvement in CRM CRM as a Business Process CRM, Communication and People Communication as a CRM Activity People and CRM

## **Leadership**

Today's organization requires strong leadership for survival. The ability to lead, and the traits and behaviors associated with leadership are the central focus of this training course . Learning Objectives Within this training course participants will learn about: What is Leadership? Leadership Defined Understanding Leadership What Makes and Effective Leader? Leadership Versus Management. Leadership Styles. Traditional Negotiating Charismatic Leading a Team. Expectancy and Conflict. Managing Expectations Conflict Development Dealing with Conflict Lateral Leadership. When Leadership Goes Wrong!

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## **Event Appearances**

### **Title**

Buying a Business or Franchise

### **Title**

CRM

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## **Education**

### **University of London**

B.Sc. B.A. B.A.

### **University of Michigan**

Ph.D. Strategy Management Strategy Management

### **University of Michigan**

M.B.A. Marketing

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