

Theme: SRM

Course: **SUPPLIER RELATIONSHIP MANAGEMENT**

General information

◆ Aim of the course

To understand the good reasons to opt for an 'SRM' approach, what to analyse, and how to implement it.

◆ Learning goals

- Identify the reasons to work in an SRM mode
- Identify the key suppliers
- Put oneself in the supplier's shoes and understand their interest in collaborating with us
- Structure the relationship
- Understand the function of key Supplier Manager.

◆ Audience

Category managers, Strategic buyers, Senior buyers, Key supplier managers, Purchasing directors.

◆ Prerequisites

- A good command of English or French
- Have the necessary [technical equipment](#) to follow online courses.

◆ Learning mode & pedagogy

- 1) **Theoretical e-learning** through individual self-paced sessions. This first step has to be considered as the essential pre-work for:
- 2) Learning **application in online group classes**. Participants use actively their knowledge and put it into practice in workshops, role-plays, case studies, presentations and debates.

Theoretical learning content - Estim. duration: 2 hrs

6 e-modules:

1. What is SRM? Level 2

Typical SRM activities - Working with an SRM perspective.

2. Understand your SRM Partners

Understanding the supplier's DNA - Case study: an unwilling SRM partner - The easiness of the business relationship.

3. Managing Key Suppliers - level 1

Matching the SRM engagements - Analysing the attractiveness - Being the preferred client.

4. Managing Key Suppliers - level 2

Value objectives - The buyer/supplier interface - Key Supplier Manager & Key - Account Manager roles - Monitoring the SRM through meetings

5. KPIs for SRM - Level 1

Are SRM KPIs different from other KPIs?

6. KPIs for SRM - Level 2

SRM & the culture it requires - Cultural traits & the SRM process.



Date of first - last class 2 sessions per language:

In **English**: 02 - 09 September 2025

13 - 20 January 2026

In **French**: 01 - 08 September 2025

12 - 19 January 2026

Programme of the trainer-led classes | 3,5 hrs x 2

I. The Whys of Supplier Relationship Management

- Introductory lecture on the SRM topic
- Discussion on Understand SRM as a strategy & a business behaviour
- Brainstorming on SRM targets according to their value contribution
- Workshop on participants' personal cases & presentation
- Discussion & brainstorming on the SRM added value
- Lecture & discussion on the measurement of SRM added value
- Workshop on the application of the model

II. Relations with Suppliers

- Discussion: Customer attractiveness: understand the suppliers' perception
- Workshop & presentation on participants own cases
- Discussion on How to ease the relationship
- Lecture on Supplier survey best practices
- Workshop & presentation on participants' own cases
- Lecture on the "Match ease with attractiveness" matrix
- Workshop on the model application to participants' portfolios and to define relations: Strat/Keep/Stop
- Trainer's conclusion of the course