



## Learning Objectives



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

- 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.

## General information



### Audience

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



### Prerequisites

- A good command of English or French
- Have the necessary **technical equipment** to follow online courses.



### Modalities

Theoretical e-learning through individual self-paced sessions. This first step has to be considered as the essential pre-work for.



Learning application in online group classes. Participants use actively their knowledge and put into practice in **workshops**, **role-plays**, case studies, presentations and debates.



### Graduation

Digital certificate of attendance

## Programme of the trainer-led classes



### 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.

## Self-learning



### 6 e-modules

- **What is SRM? Level 2**  
Typical SRM activities - Working with an SRM perspective.
- **Understand your SRM Partners**  
Understanding the supplier's DNA - Case study: an unwilling SRM partner - The easiness of the business relationship.
- **Managing Key Suppliers - level 1**  
Matching the SRM engagements - Analysing the attractiveness - Being the preferred client.
- **Managing Key Suppliers - level 2**  
Value objectives - The buyer/supplier interface - Key Supplier Manager & Key - Account Manager roles - Monitoring the SRM through meetings.
- **KPIs for SRM - Level 1**  
Are SRM KPIs different from other KPIs?
- **KPIs for SRM - Level 2**  
SRM & the culture it requires - Cultural traits & the SRM process.