


SUPPLIER RELATIONSHIP MANAGEMENT – SRM implementation

Level	Available languages	Fee
Intermediate		€ 270

e-Module titles	Objectives	Content
UNDERSTANDING YOUR SRM PARTNER	<p>This module aims at implementing SRM with suitable suppliers:</p> <ul style="list-style-type: none"> - identifying the 3 types of suppliers based on their business models to ensure SRM expectations are compatible - identifying SRM compatible & incompatible practices - understanding a company's easiness to work with 	<ol style="list-style-type: none"> 1. Understanding the supplier's DNA 2. Case study: an unwilling partner 3. The easiness of the business relationship
INTRODUCTION TO MANAGING KEY SUPPLIERS	<p>This module aims at implementing SRM with suitable suppliers:</p> <ul style="list-style-type: none"> - how strategically important the company is for the supplier - the consequences of how the company is perceived by the supplier - the relationship between different KAM models & SRM - the impact of the purchasing lifecycle on the relationship 	<ol style="list-style-type: none"> 1. Strategic attractiveness 2. How are we perceived? 3. Key account management models 4. Procurement lifecycle & relationship evolution
MANAGING KEY SUPPLIERS (2)	<p>This module aims at implementing SRM with suitable suppliers:</p> <ul style="list-style-type: none"> - defining SRM targets - establishing the right buyer/supplier interface - key roles of KSM & KAM - organising SRM-related meetings 	<ol style="list-style-type: none"> 1. Value objectives 2. The buyer/supplier interface 3. Key supplier manager & Key Account manager roles 4. Monitoring the SRM through meetings