

# Subject : Supply Management

# Essentials of Supplier Relationship Management

## Program overview

- 2 hours e-learning
- 2 days classroom

Establishing relationships with suppliers is desirable, but also one of the most difficult processes, that is often underestimated. To appreciate how supplier management contributes to effective value creation for the own organization, participants will see that trust, communication, differentiated approaches to performance management and continuous improvement are critical differentiating and enabling supplier relations process factors. In general, a major step forward is reached when suppliers no longer suspect that your organization is simply trying to find out and cut back their profit margins.

## Target Audience

### **This program is intended for employees:**

- with a bachelor or master degree (or on equivalent level via work experience) with at least 2 years of purchasing experience;
- who are involved in dealing with (strategic) suppliers on a daily basis;
- realize that actively managing a supplier will create significant value for the own organization;
- therefore have a need to improve their understanding on how to manage a supplier.

## Objectives

### **Through this program participants will be able to:**

- understand the critical success factors to build and sustain supplier relationships;
- use several key tools in managing a supplier relationship;
- analyze different components of a relationship;
- use the analysis tool to define appropriate actions and show appropriate behavior.

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## Essentials of Supplier Relationship Management

Content: E-learning, 2 hours

1. Introduction World Class Excellence Framework (MSU)
2. Manage Strategic Relationships

Content: Classroom, 2 days

- Introduction to essentials of supplier relations management
- Differentiated supplier relations
- Stakeholder management
- Differentiated strategies / behaviors towards suppliers
- Components of relationship management
  - ◊ Performance measurement
  - ◊ Risk management
  - ◊ Stakeholder alignment
  - ◊ Providing feedback
  - ◊ Joint business development
- Communication internally to align internal parties
  - ◊ Supplier plan
  - ◊ Dealing with resistance
  - ◊ Dealing with conflict



Source: Liker & Choi, 2004

Supplier relationship hierarchy