

Engaging internal stakeholders in SRM activities is challenging and the ability to sell internally is essential. This course combines sales techniques with SRM tools to develop the essential internal selling skills.

Focus: Internal selling of SRM and SRM tools and techniques

Duration: 1.5 days

Participants: Leaders of supplier relationships and SRM team members

Training method: Role plays and breakouts provide hands on learning & development

Course Content

The main topics covered in the programme:

- Overview of Smart SRM toolkit
- Supplier segmentation
- Roles and responsibilities
- Supplier relationship strategy
- Consultative selling principles
- Supplier performance scorecards
- Role play with internal stakeholder
- Role play with supplier account manager
- Gaining commitment
- Handling conflict

Course Benefits

At the end of the course delegates will be able to:

- Develop a comprehensive relationship strategy for a supplier
- Select the right suppliers to focus on through structured supplier segmentation
- Use consultative selling techniques to gain internal commitment to SRM activities
- Overcome resistance from suppliers to participate in an SRM programme
- Develop a supplier performance scorecard including the main KPIs
- Understand different ways to handle conflict situations