STRATEGIC SUPPLIER RELATIONSHIP MANAGEMENT (SRM)



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Introduction

Strategic Supplier Relationship Management (SRM) Training Course turns supplier management from a transactional function into a source of competitive advantage. Organizations that manage key suppliers deliberately gain earlier access to innovation, more reliable supply, and better commercial terms than those that treat every vendor the same. This programme covers segmentation, relationship models, governance, joint value creation, and performance measurement as one connected system. Participants work with the Kraljic matrix, the SRM maturity model, supplier scorecards, and business review routines. Furthermore, the course covers supplier-led innovation, risk management, and value tracking. In addition, it addresses exit and transition decisions. As a result, attendees can build relationships that deliver measurable outcomes.

Strategic Supplier Relationship Management (SRM) Course Objectives

- Segment the supply base using the Kraljic portfolio matrix and spend criticality analysis.
- Select the right relationship model for each supplier segment, from transactional to strategic partnership.
- Apply the SRM lifecycle and the SRM maturity model to assess and advance capability.
- Design governance structures with executive sponsors, relationship owners, and review committees.
- Build supplier scorecards using quality, cost, delivery, innovation, and sustainability metrics.
- Conduct structured supplier business reviews and joint improvement planning.
- Establish joint value creation projects, including value engineering and cost reduction.
- Apply total cost of ownership and value tracking to relationship decisions.
- Manage supplier risk, dependency, and continuity through proactive monitoring.
- Plan supplier development, escalation, and exit or transition when required.

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Course Methodology

- Case studies on strategic supplier partnerships and relationship failures.
- Hands-on segmentation and relationship mapping exercises.
- Role-play of supplier business reviews and negotiation conversations.
- Group work on governance design, scorecards, and joint value projects.
- Simulation of supplier risk events and escalation management.

Who Should Take This Course

- Supplier relationship and vendor managers.
- Procurement and category managers.
- Supply chain and sourcing leaders.
- Executive sponsors of strategic suppliers.
- Quality and supplier development professionals.
- Risk, compliance, and ESG officers working with suppliers.
- Consultants advising on supply base strategy.

Strategic Supplier Relationship Management (SRM) Course Outlines

Day 1: Segmentation and Relationship Strategy

- From transactional purchasing to strategic relationship management.
- Spend analysis and supply criticality assessment.
- The Kraljic portfolio matrix: strategic, leverage, bottleneck, and routine.
- Selecting relationship models by segment and value potential.

- Supplier tiering and sub-tier visibility.
- Aligning supplier strategy with corporate objectives.
- Workshop: segmenting a supply base and assigning relationship models.

Day 2: The SRM Framework and Governance

- The SRM lifecycle: selection, onboarding, management, development, and exit.
- SRM maturity model and capability assessment.
- Governance architecture: executive sponsors, relationship owners, and review boards.
- Roles and responsibilities across procurement, operations, and technical functions.
- Meeting cadence: operational, tactical, and strategic reviews.
- Escalation paths and dispute mechanisms.
- Exercise: designing a governance model for a strategic supplier.

Day 3: Performance Measurement and Business Reviews

- Key performance indicators for quality, cost, delivery, innovation, and sustainability.
- Supplier scorecard design, weighting, and rating bands.
- Service level agreements and remedies.
- Balanced scorecard logic applied to supplier relationships.
- Data sources, validation, and reporting cycles.
- Preparing and running structured supplier business reviews.
- Workshop: building a supplier scorecard and review pack.

Day 4: Joint Value Creation and Supplier Development

- Joint value creation and gain-sharing models.

- Value engineering, cost reduction, and specification challenge.
- Early supplier involvement in design and innovation.
- Total cost of ownership analysis in relationship decisions.
- Supplier development plans and capability building.
- Managing bottleneck and single-source suppliers.
- Case study: building a joint value creation programme with a key supplier.

Day 5: Risk, Continuity, and Relationship Evolution

- Supplier risk categories: financial, operational, geopolitical, and compliance.
- Dependency analysis and continuity planning.
- ESG, ethical sourcing, and labour practice requirements.
- Relationship health assessment and early warning indicators.
- Escalation, remediation, and relationship reset.
- Exit, transition, and knowledge transfer planning.
- Capstone: presenting a strategic supplier relationship plan.

Conclusion

By successfully completing Strategic Supplier Relationship Management (SRM) Training Course, participants will gain a structured command of supplier segmentation, governance, performance measurement, and joint value creation. They will acquire the ability to build scorecards, run effective business reviews, develop strategic suppliers, and manage relationship risk and exit. As a result, they can unlock innovation and commercial value from their most important suppliers. Gentex Training Center delivers this programme with a strong focus on practical frameworks and real supplier cases.

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FAQs for the Strategic Supplier Relationship Management (SRM) course

Q1 What is the "Strategic Supplier Relationship Management (SRM)" course about?

It explains how organizations segment their supply base, choose relationship models, design governance, measure supplier performance, and create joint value with key suppliers over the long term.

Q2 What are the key benefits of the "Strategic Supplier Relationship Management (SRM)" course?

Participants gain earlier access to supplier innovation, improve supply reliability, and negotiate from a stronger position built on shared performance data. They also reduce supplier risk and lift the commercial value delivered by strategic partners.

Q3 What skills will I gain from the "Strategic Supplier Relationship Management (SRM)" course?

Supply base segmentation using the Kraljic portfolio matrix and spend criticality analysis; SRM governance design with relationship owners and review boards; supplier scorecard and KPI design covering quality, cost, delivery, innovation, and sustainability; and joint value creation, supplier development, risk management, and exit planning.

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Q4 What tools, methods, or standards are covered in the "Strategic Supplier Relationship Management (SRM)" course?

The course covers the Kraljic portfolio matrix, spend analysis and supply criticality assessment, supplier tiering and sub-tier mapping, the SRM lifecycle and SRM maturity model, governance board structures and review cadences, supplier scorecards with rating bands, service level agreements with remedies, balanced scorecard logic, value engineering and gain-sharing models, early supplier involvement, total cost of ownership analysis, supplier development planning, dependency analysis and continuity planning, ESG and ethical sourcing requirements, relationship health assessment, and exit and transition planning.

Q5 How is the "Strategic Supplier Relationship Management (SRM)" course applied in real-world practice?

Participants segment a supply base and assign relationship models, design a governance model for a strategic supplier, build a scorecard and review pack, run supplier business review role-plays, and present a strategic supplier relationship plan. Each task mirrors the work of supplier relationship and procurement teams.