

# SUPPLIER RELATIONSHIP MANAGEMENT BEST PRACTICES

Nairobi - Kenya  
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\$5,500

**GENTEX**<sup>®</sup>  
TRAINING CENTER



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## Introduction

In today's competitive business landscape, fostering strong and collaborative relationships with suppliers is critical for maximizing value and achieving organizational goals. This intensive five-day program, offered by Gentex Training Center, equips procurement and supply chain professionals with the essential knowledge and practical skills to implement best practices in supplier relationship management (SRM). Through a comprehensive exploration of key collaboration strategies, performance management techniques, and risk mitigation approaches, participants gain the ability to build trust, improve communication, and cultivate mutually beneficial partnerships with key suppliers.

## Supplier Relationship Management Best Practices

### Course Objectives:

- Master the core principles and benefits of effective supplier relationship management.
- Develop a strategic approach to supplier segmentation and relationship management.
- Implement effective communication strategies to foster collaboration with suppliers.
- Utilize performance measurement frameworks to assess and improve supplier performance.
- Develop and implement strategies to mitigate risks associated with supplier relationships.
- Manage supplier development programs to enhance capabilities and innovation.
- Leverage technology tools to streamline communication and collaboration with suppliers.
- Navigate conflict resolution scenarios and maintain positive supplier relationships.
- Measure the impact of SRM initiatives on overall supply chain performance.
- Foster a culture of continuous improvement within the supplier relationship management process.



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## Course Methodology

This interactive program utilizes a participant-centric approach that blends lectures, real-world case studies, group discussions, and practical exercises. Participants actively engage in supplier segmentation simulations, communication skills workshops, and risk management planning activities. Through collaborative learning and expert guidance from experienced instructors, participants refine their communication, collaboration, and problem-solving skills to excel in building and managing strategic supplier relationships.

## Who Should Take This Course

- Procurement and supply chain professionals seeking to enhance their SRM skills.
- Purchasing managers and buyers interested in building stronger supplier relationships.
- Supply chain managers responsible for supplier development and collaboration.
- Project managers requiring effective communication and collaboration with suppliers.
- Business leaders seeking a deeper understanding of the value of strategic supplier relationships.
- Anyone aspiring to build a successful career in procurement, supply chain, or supplier management.

## Supplier Relationship Management Best Practices Course Outline:

### Day 1: The Fundamentals of Supplier Relationship Management

- Understanding the Importance and Benefits of Effective SRM
- Defining Supplier Segmentation Strategies for Targeted Relationship Management



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- Developing a Strategic SRM Framework Aligned with Organizational Goals

## Day 2: Building Strong Supplier Relationships Through Communication

- Establishing Effective Communication Channels with Key Suppliers
- Active Listening and Building Trust with Supplier Partners
- Collaborative Problem-Solving Techniques for Mutual Benefit

## Day 3: Measuring and Monitoring Supplier Performance

- Implementing Performance Measurement Metrics and KPIs for Suppliers
- Utilizing Data Analytics to Evaluate Supplier Performance and Identify Improvement Areas
- Conducting Effective Supplier Performance Reviews and Providing Constructive Feedback

## Day 4: Mitigating Risks and Managing Supplier Development

- Identifying and Assessing Potential Risks Associated with Supplier Relationships
- Developing Risk Mitigation Strategies to Ensure Supply Chain Continuity
- Implementing Supplier Development Programs to Enhance Capabilities and Innovation

## Day 5: Continuous Improvement and The Future of SRM

- Leveraging Technology Tools to Streamline SRM Processes and Communication
- Effective Conflict Resolution Strategies for Maintaining Positive Supplier Relationships



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- Measuring the Impact of SRM Initiatives on Overall Supply Chain Performance
- Building a Culture of Continuous Improvement in Supplier Relationship Management

## Conclusion

By successfully completing this comprehensive program offered by Gentex Training Center, participants will have gained the knowledge, skills, and confidence to develop and implement best practices in supplier relationship management. They will be equipped to build strategic partnerships, manage supplier performance effectively, and contribute significantly to a resilient and successful supply chain.

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