

# SUPPLIER RELATIONSHIP MANAGEMENT – SRM implementation

Level	Fee
Intermediate	€ 270

e-Modules' titles	Objectives	Content
SRM – UNDERSTANDING THE SUPPLIER	<p>This module aims at implementing SRM with suitable suppliers:</p> <ul style="list-style-type: none"> <li>- identifying the 3 types of suppliers based on their business models to ensure SRM expectations are compatible</li> <li>- identifying SRM compatible &amp; incompatible practices</li> <li>- understanding a company's easiness to work with</li> </ul>	<ol style="list-style-type: none"> <li>1. Understanding the supplier's DNA</li> <li>2. The easiness of the business relationship</li> </ol>
KSM	<p>This module aims at implementing SRM with suitable suppliers:</p> <ul style="list-style-type: none"> <li>- how strategically important the company is for the supplier</li> <li>- the consequences of how the company is perceived by the supplier</li> <li>- the relationship between different KAM models &amp; SRM</li> <li>- the impact of the purchasing lifecycle on the relationship</li> </ul>	<ol style="list-style-type: none"> <li>1. Strategic attractiveness</li> <li>2. How are we perceived?</li> <li>3. Key Account Management models</li> <li>4. Purchasing lifecycle &amp; relationship evolution</li> </ol>
STRUCTURING THE SRM RELATIONSHIP	<p>This module aims at implementing SRM with suitable suppliers:</p> <ul style="list-style-type: none"> <li>- defining SRM targets</li> <li>- establishing the right buyer/supplier interface</li> <li>- key roles of KSM &amp; KAM</li> <li>- organising SRM-related meetings</li> </ul>	<ol style="list-style-type: none"> <li>1. Value objectives</li> <li>2. The buyer/supplier interface</li> <li>3. Key Supplier Manager &amp; Key Account Manager roles</li> <li>4. Monitoring the SRM through meetings</li> </ol>