

SUPPLIER RELATIONSHIP MANAGEMENT (SRM)

“Maximizing Supplier Value and Performance Through Strategic Relationship Management”

Schedule

Date	Venue	Fees (Face-to-Face)
22 - 26 Mar 2026	Online	USD 1500 per delegate
20 - 24 Apr 2026	Dubai, UAE	USD 3495 per delegate
06 - 10 Sep 2026	Manama, Bahrain	USD 3495 per delegate
04 - 08 Oct 2026	Kuwait	USD 3495 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

Supplier Relationship Management (SRM) has evolved into a strategic function that extends beyond procurement and cost savings. It focuses on building collaborative partnerships with suppliers to unlock innovation, improve quality, manage risks, and drive long-term value. Effective SRM enables organizations to enhance resilience, agility, and competitive advantage across the supply chain.

This intensive five-day course provides a comprehensive framework for developing, managing, and improving supplier relationships. Participants will learn how to segment suppliers, implement performance metrics, build trust-based collaboration, and apply tools to manage supplier risks and disputes. Practical case studies and simulations will reinforce best practices across industries.

Objectives

By the end of this course, participants will be able to:

- Develop and implement an SRM strategy aligned with procurement and business goals
- Segment suppliers based on value, risk, and strategic importance
- Apply governance models, KPIs, and scorecards to monitor supplier performance
- Build collaborative partnerships that drive innovation and continuous improvement
- Manage supplier risks, compliance, and performance disputes effectively

Why Attend

- Gain practical frameworks for building and sustaining supplier partnerships
- Move beyond transactional procurement toward long-term value creation
- Learn negotiation and communication tactics for strategic supplier interactions
- Reduce supply chain risks and improve service levels through stronger governance
- Benchmark SRM practices against leading global companies

Target Audience

This program is designed for:

- Procurement and sourcing professionals
- Supplier managers and category managers
- Supply chain and logistics leaders
- Vendor risk and compliance officers
- Contract managers and operations stakeholders

Individual Benefits

Key competencies that will be developed include:

- Strategic supplier segmentation and value analysis
- Contract governance and performance management
- Supplier development and innovation alignment
- Conflict resolution and relationship recovery
- Effective use of SRM technology and dashboards

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger supplier collaboration and innovation pipelines
- Enhanced supplier accountability and performance tracking
- Reduced supplier-related risks and disruptions
- Improved cost management and value realization
- Alignment between procurement strategies and business outcomes

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Core SRM concepts, models, and success factors
- Case Studies - Real-world examples of successful and failed supplier relationships
- Workshops - Segmentation analysis, scorecard development, and relationship mapping
- Peer Exchange - Sharing experiences and challenges from different sectors
- Tools - SRM templates, supplier dashboards, risk assessment checklists

Course Outline

Detailed 5-Day Course Outline

Training Hours: 07:30 AM – 3:30 PM **Daily Format:** 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of SRM and Supplier Segmentation

- Module 1: The Strategic Role of SRM (07:30 – 09:30) • Evolution from procurement to value-based relationships
- Module 2: Supplier Segmentation Models (09:45 – 11:15) • Kraljic Matrix, ABC analysis, portfolio strategies
- Module 3: Relationship Mapping and Classification (11:30 – 01:00) • Strategic, preferred, transactional supplier roles
- Module 4: Workshop – Segmenting Your Supplier Base (02:00 – 03:30)

Day 2: Governance, Contracting, and KPIs

- Module 1: Governance Structures for Supplier Management (07:30 – 09:30) • Roles, responsibilities, communication protocols
- Module 2: Performance Metrics and Scorecards (09:45 – 11:15) • Developing KPIs, SLAs, and supplier dashboards
- Module 3: Contract Management and Compliance (11:30 – 01:00) • Governance clauses, escalation, and audits
- Module 4: Workshop – Building a Supplier Scorecard (02:00 – 03:30)

Day 3: Collaboration, Innovation, and Relationship Building

- Module 1: Building Trust and Mutual Value (07:30 – 09:30) • Communication, transparency, joint objectives
- Module 2: Supplier Development and Co-Innovation (09:45 – 11:15) • Capability building, joint product/service development
- Module 3: Managing Cross-Cultural and Global Relationships (11:30 – 01:00) • Cultural awareness, local practices, remote engagement
- Module 4: Workshop – Relationship Management Simulation (02:00 – 03:30)

Day 4: Risk, Disputes, and Continuous Improvement

- Module 1: Supplier Risk Identification and Mitigation (07:30 – 09:30) • Risk registers, criticality analysis, contingency plans
- Module 2: Managing Performance Issues and Conflicts (09:45 – 11:15) • Root cause analysis, conflict resolution models
- Module 3: Audits and Continuous Improvement (11:30 – 01:00) • Supplier reviews, feedback loops, corrective actions
- Module 4: Workshop – Risk Scenario Planning (02:00 – 03:30)

Day 5: SRM Strategy and Implementation Roadmap

- Module 1: Aligning SRM with Organizational Strategy (07:30 – 09:30) • Linking SRM to procurement, operations, and innovation
- Module 2: Technology and Digital SRM Tools (09:45 – 11:15) • Platforms, analytics, and automation
- Module 3: Building an SRM Implementation Plan (11:30 – 01:00) • Roadmap, stakeholder engagement, change management
- Module 4: Certification and Wrap-Up (02:00 – 03:30) • Final Q&A, action plans, and certificate distribution

Certification

Participants will receive a Certificate of Completion in Supplier Relationship Management (SRM), validating their ability to design, implement, and optimize supplier relationship strategies that drive value, resilience, and operational excellence.

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