MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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SUPPLIER RELATIONSHIP MANAGEMENT - UNLOCKING POTENTIAL: BUILDING BRIDGES TO HIDDEN VALUE IN YOUR SUPPLY CHAIN

""Transforming Supplier Partnerships into Strategic Assets for Long-Term Success""

Schedule

Date	Venue	Fees (Face-to-Face)
02 – 06 Nov	Dubai, UAE	USD 3495 per delegate

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

Introduction

In an increasingly competitive and interconnected global marketplace, organizations can no longer afford to treat suppliers as mere transactional vendors. Supplier Relationship Management (SRM) enables companies to unlock hidden value, drive innovation, mitigate risk, and build resilient supply networks through collaborative engagement and long-term partnership strategies.

This intensive 5-day course provides participants with the tools and frameworks needed to segment suppliers, align incentives, improve collaboration, and extract more strategic value from supplier relationships. With a blend of theory, practical exercises, and case studies, attendees will learn how to create win-win outcomes and foster high-performing supplier ecosystems.

Objectives

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

- Understand the principles and strategic importance of SRM
- Segment and prioritize suppliers based on value, risk, and dependency
- Develop governance frameworks and performance metrics for key suppliers
- Apply collaboration techniques to drive innovation and continuous improvement
- Manage supplier risk, compliance, and sustainability in alignment with business goals

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Why Attend

- Move beyond cost reduction toward long-term value creation with suppliers
- Establish structured supplier engagement and development programs
- Increase supplier accountability, innovation, and service reliability
- Improve contract outcomes and reduce supplier-related risks
- Align procurement goals with strategic sourcing and business objectives

Target Audience

This program is designed for:

- Procurement and Strategic Sourcing Professionals
- Supply Chain and Operations Managers
- Contract and Vendor Managers
- Category Managers and Commercial Officers
- Anyone responsible for supplier development, evaluation, or collaboration

Individual Benefits

Key competencies that will be developed include:

- Supplier segmentation and performance management
- Collaborative negotiation and relationship-building skills
- Scorecard development and contract alignment
- Risk-based supplier monitoring and escalation procedures
- Cross-functional supplier governance and stakeholder alignment

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved supplier performance and service levels
- Increased innovation and responsiveness in the supply base
- More resilient supply chains and reduced operational risks
- Stronger alignment of supplier incentives with business goals
- Sustainable relationships that support long-term business growth

Instructional Methodology

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

- Strategy Briefings – Core SRM frameworks, segmentation, and governance
- Case Studies – Lessons from leading organizations on supplier collaboration
- Workshops – Supplier scoring, relationship planning, and engagement models
- Peer Exchange – Sharing experiences and challenges in SRM implementation
- Tools – Supplier assessment templates, scorecards, and SRM maturity models

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Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 07:30 AM – 03:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Strategic SRM

- Module 1: What is Supplier Relationship Management? (07:30 – 09:30) • Defining SRM, its value, and evolution beyond procurement
- Module 2: Supplier Segmentation and Prioritization (09:45 – 11:15) • Tiering suppliers by risk, value, and criticality
- Module 3: Workshop – Supplier Segmentation Matrix (11:30 – 01:00) • Applying segmentation to real supplier scenarios
- Module 4: SRM Maturity Models and Organizational Readiness (02:00 – 03:30) • Evaluating current practices and setting improvement goals

Day 2: Supplier Governance and Performance Management

- Module 5: Developing SRM Governance Structures (07:30 – 09:30) • Stakeholder roles, relationship charters, and escalation pathways
- Module 6: KPIs and Scorecards for Supplier Performance (09:45 – 11:15) • Designing meaningful and measurable performance indicators
- Module 7: Workshop – Building a Supplier Scorecard (11:30 – 01:00) • Crafting scorecards tailored to strategic and operational suppliers
- Module 8: Relationship Reviews and Continuous Improvement (02:00 – 03:30) • Setting cadence and structure for performance dialogues

Day 3: Strategic Collaboration and Innovation with Suppliers

- Module 9: Building Collaborative Relationships (07:30 – 09:30) • Trust-building, joint planning, and shared value creation
- Module 10: Supplier-Led Innovation and Co-Creation (09:45 – 11:15) • Engaging suppliers in product development and process improvement
- Module 11: Workshop – Collaboration Planning Session (11:30 – 01:00) • Designing a joint innovation initiative with a supplier
- Module 12: Incentives, Contracts, and Value Alignment (02:00 – 03:30) • Aligning SLAs, gain-sharing, and balanced scorecards

Day 4: Risk, Compliance, and Sustainability in SRM

- Module 13: Supplier Risk Management (07:30 – 09:30) • Operational, geopolitical, financial, and reputational risks
- Module 14: ESG and Responsible Sourcing (09:45 – 11:15) • Environmental and social compliance in supplier engagement
- Module 15: Workshop – Risk and Compliance Heatmap (11:30 – 01:00) • Mapping and mitigating supplier risk exposure
- Module 16: Digital Tools and Technologies for SRM (02:00 – 03:30) • Platforms, dashboards, and automation enablers

Day 5: Implementation and SRM Transformation

- Module 17: SRM Program Design and Change Management (07:30 – 09:30) • Phased rollout, stakeholder buy-in, and success metrics
- Module 18: Measuring SRM Impact and ROI (09:45 – 11:15) • Linking SRM outcomes to procurement and business KPIs
- Module 19: Final Case Study – SRM Program Simulation (11:30 – 01:00) • Participants apply course concepts to a business scenario
- Module 20: Action Planning and Certification (02:00 – 03:30) • Building individual SRM improvement plans

Certification

Participants will receive a Certificate of Completion in Supplier Relationship Management, recognizing their ability to drive strategic value and collaboration through high-impact supplier engagement and governance practices.

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Why Choose MAWA Events

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