BLACKBIRD FOR TRAINING

Supplier Relationship Management (SRM)

7 – 11 December 2026
Amsterdam (Netherlands)



Supplier Relationship Management (SRM)

Ref: 3254313_306887 **Date:** 7 – 11 December 2026 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

Introduction

Supplier Relationship Management SRM is a strategic approach focused on optimizing the value derived from relationships with suppliers, aligning these partnerships with broader business objectives. In today's globalized and highly competitive business environment, understanding what is supplier relationship management and applying effective supplier relationship management techniques is crucial for gaining a competitive advantage, enhancing innovation, mitigating risks, and ensuring sustainable growth.

This advanced course is designed to equip participants with the latest tools, techniques, and strategies in supplier relationship management SRM to maximize the benefits of supplier partnerships. Whether you're aiming to refine your SRM strategies or enhance your knowledge of supplier relationship management processes, this course offers comprehensive insights into developing long-term, mutually beneficial supplier relationships.

Course Objectives

By the end of this course, participants will:

- Understand the importance of supplier relationship management in achieving strategic business goals.
- Explore advanced supplier relationship management strategies for segmenting and categorizing suppliers effectively.
- Develop collaborative and transparent relationships with suppliers, fostering trust and long-term partnerships.
- Leverage supplier relationship management technology and data analytics to optimize supplier performance.
- Discover best practices for mitigating supply chain risks and ensuring business continuity through supplier relationship management activities.
- Acquire negotiation skills for optimizing supplier agreements and contracts.
- Explore sustainable and socially responsible approaches to supplier relationship management.
- Develop a tailored SRM framework suited to your organization's needs.



Course Outlines

Day 1: Foundations of SRM

- Introduction to Supplier Relationship Management SRM: Understanding the definition of supplier relationship management.
- The evolution and strategic importance of SRM in modern businesses.
- Key supplier relationship management principles and benefits of effective SRM.
- Trends and challenges in modern supplier relationship management.
- Case studies and best practices in SRM implementation.

Day 2: Supplier Segmentation and Categorization

- Understanding supplier segmentation models and their role in SRM.
- The importance of supplier categorization in optimizing supplier relationships.
- Advanced supplier relationship management techniques for evaluation and performance assessment.
- Developing tailored strategies for different supplier segments.
- Case studies on successful supplier segmentation and categorization.

Day 3: Collaboration and Trust Building

- Building trust and fostering collaboration in supplier relationships.
- Effective communication strategies for enhancing supplier partnerships.
- Establishing shared goals and objectives with suppliers.
- Conflict resolution and dispute management in supplier relationships.
- Leveraging supplier relationship management technology for collaborative SRM.

Day 4: Performance Management and Risk Mitigation

- Performance measurement and benchmarking in SRM.
- Utilizing data analytics for supplier performance management.
- Proactive risk identification and mitigation strategies in the supplier relationship management process.
- Supplier development and continuous improvement initiatives.
- Case studies on effective supplier relationship management in performance and risk.



Day 5: Negotiation and Sustainability in SRM

- Advanced negotiation techniques for supplier agreements and contracts.
- Ensuring compliance and governance in supplier relationships.
- Sustainable and socially responsible approaches to SRM.
- Measuring the environmental and social impact of supplier activities.
- Developing a roadmap for sustainable supplier relationship management practices.

Why Attend this Course: Wins & Losses!

- Gain a deep understanding of what is supplier relationship management and how it can drive organizational success.
- Learn supplier relationship management skills essential for building long-term, mutually beneficial partnerships.
- Discover the objectives of supplier relationship management and how to align them with business goals.
- Master supplier relationship management techniques and best practices to optimize supplier performance.
- Understand the benefits of supplier relationship management, including risk mitigation and innovation enhancement.
- Explore the steps of supplier relationship management and how to implement them effectively.
- Prepare for supplier relationship management certification with comprehensive training and practical insights.
- Utilize supplier relationship management technology to streamline processes and improve efficiency.
- Develop sustainable and ethical approaches to managing supplier relationships.

Conclusion

In this Supplier Relationship Management SRM course, participants will gain essential skills in creating effective and sustainable supplier relationships that drive long-term business success. By exploring SRM strategies, supplier segmentation, performance management techniques, and risk mitigation, participants will be equipped to optimize the value derived from their supplier partnerships.

This course will help you develop a comprehensive understanding of supplier relationship management processes, enabling you to implement best practices and leverage SRM technology for greater efficiency and growth. Whether you're looking to gain SRM certification or improve your practical expertise, this course provides the knowledge and tools to enhance your organization's supplier relationship management efforts.

Join us to master supplier relationship management and unlock new opportunities for your organization's growth and sustainability!

