

## PROGRAM SYLLABUS

# Category Management in Procurement

## Online Certificate Program

Last update: February 7, 2026



# An overview

What can you expect of this program?

## Category Management in Procurement

Are you still wondering why category management is important in procurement? The short answer is that Category Management transforms procurement into a strategic value driver. As for the long answer—we will be exploring that in all the lessons throughout this course. In today's rapidly evolving market, understanding and mitigating procurement risks is more critical than ever. This course is meticulously designed to equip procurement professionals with the category management skills and knowledge necessary to identify, assess, mitigate, and monitor risks effectively.

We are excited to take you on this journey, transforming challenges into strategic opportunities for your procurement practice. If you are new to the concept of Category Management, do not worry – this course is here to empower you with the knowledge and skills needed to excel in Category Management. Throughout the course, you will explore the stages of Category Management, from defining it to understanding the role of a Category Manager and creating a procurement strategy for your portfolio.



– Marijn Overvest, founder Procurement Tactics

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Tactics



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 **Online, self-paced learning**

 **Subtitles in 5 different languages**

 **SWOT analysis templates**

 **Interactive case studies**

 **8-16 hours study material**

 **12 months course access**

 **Official certificate upon completion**

 **Category management reports**

 **Reading materials & bonus content**

 **60-day money-back guarantee**

**200+ companies trust us**

# About Your Instructor

## Marijn Overvest

Your instructor for this course is Marijn Overvest, the Founder of Procurement Tactics. With over 15 years of experience, Marijn has worked on deals worth over €500 million with companies like Heinz and Unilever and has trained more than 200 procurement teams worldwide.

Marijn is passionate about helping procurement professionals learn and grow. He is always looking for new ways to improve his own knowledge and share what he has learned. His experience includes working on negotiations, sustainability, and building strategies in industries like FMCG (retailers and suppliers), aviation, and pharmaceuticals.

With Marijn's practical advice and stories from personal experience, you will learn how to improve your procurement skills and achieve better results for you and your company.



# Learn in-demand skills

And take your career to the next level

## Study objectives



### Understanding Category Management Fundamentals

Gain a deep comprehension of the core principles and concepts of category management, including its strategic importance in procurement and its impact on supply chain optimization.



### Learn how to use important category management skills

Explore how category management can enhance supplier relationships by aligning procurement goals with supplier capabilities. Learn to collaborate with suppliers for mutual benefit and long-term success.

### The perfect fit for

This course is an ideal choice for procurement professionals of all levels. Whether you are a beginner or an experienced practitioner, our 'Category Management in Procurement' course is tailored to meet your needs. Beginners will build a strong foundation, while seasoned experts will gain advanced insights to enhance their skills.



### Create and implement your Category Management Strategy

Develop practical skills and strategies for drafting and implementing your personal Procurement category management strategy with a step-by-step guide and actionable templates.

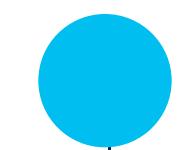


### Implement Category Management Tactics

Discover which category management tactics drive value creation and operational efficiency. Learn to identify cost-saving opportunities, improve procurement processes, and maximize ROI through effective category management strategies.

# Curriculum structure

Practical. Comprehensive. Game changing.



## Introduction to CM in Procurement

9 lessons

Course Introduction

Module 1 introduction

Definition of Category Management

The Evolution of Category Management

The link between CM and procurement

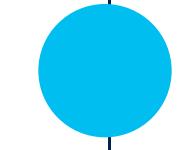
The 4Ps of CM

9 CM steps in procurement

Advantage of CM in procurement

Risks and disadvantages of CM in procurement

Module 1 wrap-up



## Important Category Management Skills

11 lessons

Module 2 introduction

Identifying stakeholders

Analytical skills

Product positioning

Supply and value chain analysis

Risk register

Supplier relationship management

Communication

Empathy and compassion

Supplier comparison

Module 2 Wrap-Up

# Curriculum structure

Practical. Comprehensive. Game changing.



## MODULE 1

### What you can expect

# 1. Introduction to category management in procurement

In this opening module, we will introduce you to the essential concepts and practices of category management in procurement. You will learn about its key principles, its role in procurement, and the advantages of applying it effectively.

Designed to be both informative and engaging, this module will set a solid foundation for your journey into mastering category management. Get ready to enhance your skills and understanding in this important area of procurement!

### Content

1. Course Introduction
2. Module 1 Introduction
3. Definition of Category Management
4. The Evolution of Category Management
5. The Link between Category Management and Procurement
6. The 4Ps of Category Management
7. Nine Category Management Steps in Procurement
8. The Advantages of Category Management in Procurement
9. The Risks and Disadvantages of Category Management in Procurement
10. Module 1 Wrap-Up

## MODULE 2

### What you can expect

# 2. Important category management skills

Building on the foundation laid in Module 1, this module delves deeper into the strategies and techniques essential for effective category management. You will gain insights into the practical aspects of procurement, learning how to apply key concepts to real-world scenarios.

This module will help elevate your category management skills, equip you with advanced tools, and provide you with strategies to optimize the management of your supplier portfolio.

### Content

1. Module 2 introduction
2. Identifying Stakeholders
3. Analytical Skills: Industry and Market Trends
4. Product Positioning
5. Supply and Value Chain Analysis
6. Risk Register
7. Supplier Relationship Management
8. Communication
9. Empathy and Compassion
10. Supplier Comparison
11. Module 2 Wrap-up

## MODULE 3

### What you can expect

# 3. Implement & improve category management in procurement

In Module 3 of our Category Management in Procurement Course, you will learn about the eight critical steps to create and implement category management in your procurement strategy.

From conducting a thorough SWOT analysis to understanding market characteristics and creating spend analysis. You will learn about defining categories, supplier analysis, and setting achievable goals for your portfolio.

This module is designed to turn you into a proficient category manager, equipping you with the tools to analyze, strategize, and continuously improve your procurement approach

### Content

1. Module 3 introduction
2. SWOT Analysis
3. Understanding Market Characteristics
4. ABC Analysis
5. Defining Categories and Their Roles
6. Supplier Portfolio Analysis & Tactics to Use
7. Spend Analysis
8. Seven Important Category Analysis Everyone Should Master
9. Setting Goals
10. Full Category Management Strategy
11. Continuous Improvement in Implementing Your Strategy
12. Module 3 Wrap-up

## MODULE 4

What you can expect

# 4. Tactics and how to overcome challenges of category management in procurement

Module 4 of our Category Management in Procurement Course focuses on the practical implementation and refinement of category management strategies.

In this module, you will learn how to apply the principles and techniques of category management to real-world scenarios. We will explore advanced strategies for optimizing procurement processes and enhancing supplier relationships.

Get ready to put theory into practice and take your procurement skills to the next level!

## Content

1. Module 4 Introduction
2. Category Management Tactics
3. Tactics on How to Understand Collaborative Supplier Management
4. Overcome the Process Complexity Challenge
5. Resource Constraints
6. The Future of Category Management
7. Module 4 Wrap-up
8. Full Course Wrap-up

# Learn in demand skills

Take your career to the next level



## Real-world projects

Develop practical skills through learning from real-world examples and studying dozens of inspiring case studies.



## Self-paced online learning

Learn anywhere, anytime, and at your own pace with our fully online training program.



## Personal coach & practitioner community

Contact your personal coach if you need any assistance or input, and collaborate with procurement professionals from around the world.



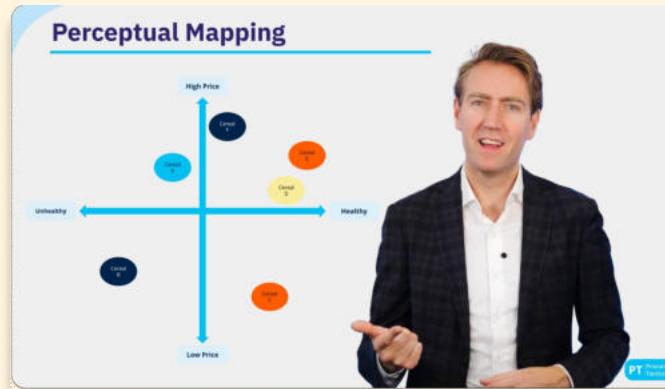
# Our Learning Methodology

Enabling learners to be outstanding

## 4. APPLY

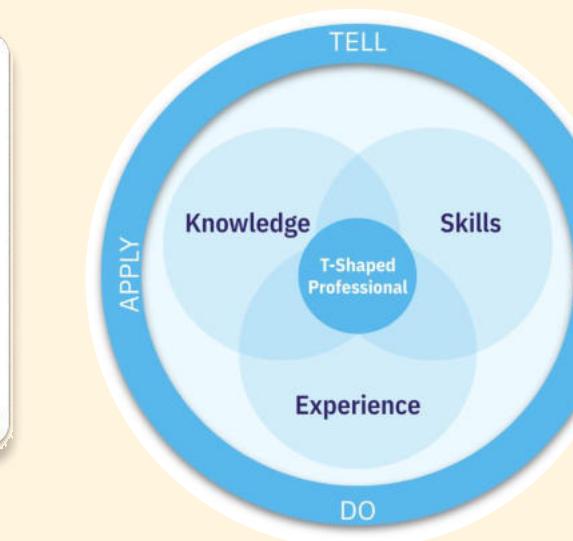
Learners are given guides and templates so they can walk into their work the next day and apply what they've learned.

Record of proposals template				
	Price	Delivery	Quality	Service
Price	14.90	12.20	14.60	13.00
Delivery	3.5%	2.0%	3.75%	2.0%
Marketing	80.000	150.000		100.000
Payment terms	30	60	60	
Delivery	500	400	Medium	500
Deliveries / yr	1.000.000	1.000.000	1.300.000	1.500.000
Problems	6	8	10	10



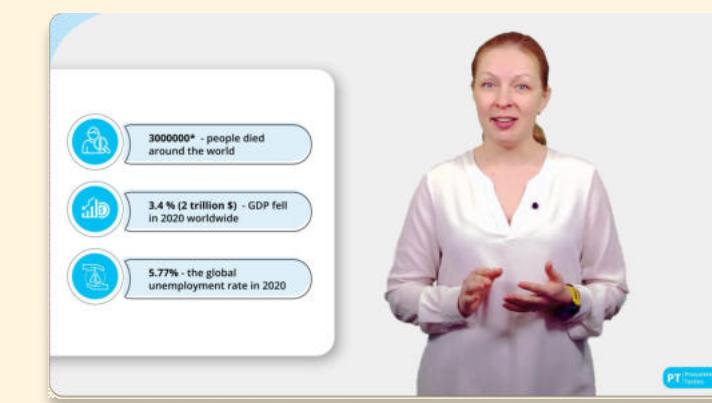
## 1. TELL

Learners understand facts, concepts, processes, and learn best practices.



## 3. DO

Learners practice skills and concepts through hands-on activities and case studies.

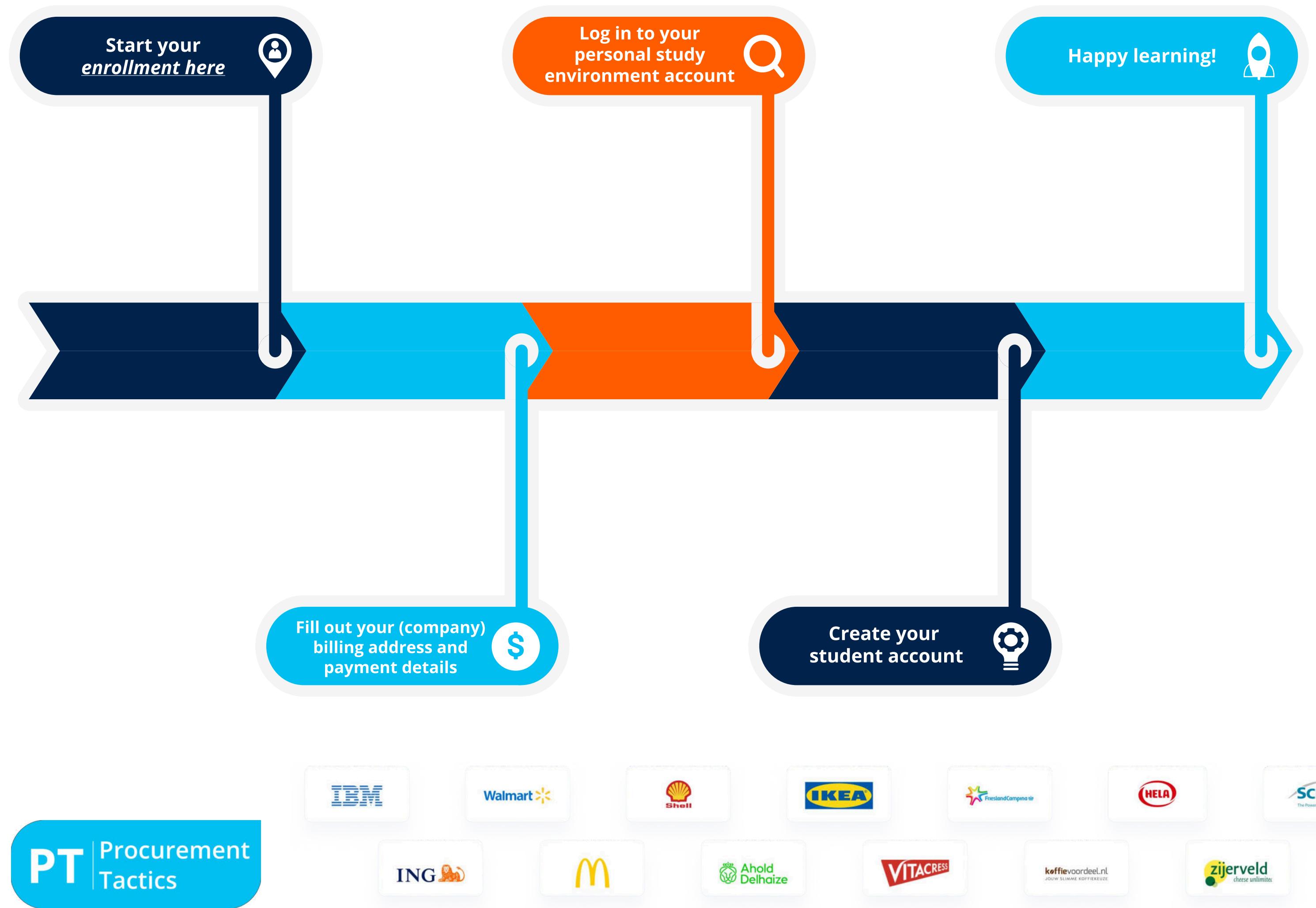


## 2. SHOW

Learners see examples to bring the concepts to life.

# How to enroll

Enroll today



**Customers give us an average rating of 9.7 out of 10.**

"Procurement Tactics helped my team members prepare their negotiation strategies and tactics to achieve better results. It also inspired them to leverage their skills in AI. After these trainings, my team showed more confidence and achieved better results! I highly recommend the Procurement Tactics courses to any procurement professional who wants to improve their skills!"



**Jason de Gan, Supply Chain & Sourcing Leader at NRG**