

PROGRAM SYLLABUS

E-Auction for Procurement Professionals

Online Certificate Program

Last update: February 7, 2026



An overview

What can you expect of this program?

E-Auction for Procurement Professionals

E-auctions bring speed, transparency, and fair competition into sourcing. This course provides a comprehensive, practical playbook to determine when an e-auction is the right tool, design effective rules, engage suppliers, manage the live event smoothly, and ensure a clean and defensible award process after the timer stops.

By the end, you'll know how to plan, run, and follow up a successful e-auction from start to finish.



– Marijn Overvest, founder Procurement Tactics



200+ companies trust us



Online, self-paced learning



Subtitles in 5 different languages



Internal Stakeholder Management Templates



Interactive case studies



8-16 hours study material



12 months course access



Official certificate upon completion



Ready-to-use prompts you can copy/paste



Reading materials & bonus content



60-day money-back guarantee

About Your Instructor

Marijn Overvest

Marijn Overvest is the Founder of Procurement Tactics and a seasoned procurement leader with more than 15 years of international 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's always looking for new ways to improve his own knowledge and share what he's 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'll learn how to improve your procurement skills and achieve better results for you and your company.



Learning objectives

And take your career to the next level

What you will learn



Understand when to use e-auctions and when not to

Recognize the categories and market conditions where e-auctions create real value — and where traditional negotiations still perform better.



Design a clear e-auction strategy

Define the right auction type, rules, and award criteria to match your business goals, ensuring supplier participation and fair competition.



Prepare suppliers and internal stakeholders

Learn how to communicate effectively before the auction, set expectations, and secure buy-in from all parties.

The perfect fit for

This course is designed for procurement professionals who want to confidently plan, run, and evaluate e-auctions. It's perfect for category managers, sourcing specialists, and procurement leaders aiming to make their sourcing process more transparent, data-driven, and efficient, while avoiding common e-auction mistakes.



Run live auctions with confidence

Master the process of managing real-time bidding, applying extensions, handling ties, and ensuring data accuracy.



Analyze and award results effectively

Use structured post-auction analysis to validate data, communicate outcomes transparently, and document savings.

Curriculum structure

Practical. Comprehensive. Game changing.



E-Auction for Procurement Professionals

9 Lessons

Introduction to E-Auctions

E-Auctions in the Procurement Process

When & When Not to Use E-Auctions

Types of E-Auctions

Selecting the Right E-auction Platform

Designing an Effective E-Auction

Supplier Engagement & Readiness

Running a Live Auction

Post-Auction Analysis & Awarding

This course includes 9 lessons, designed to help you confidently plan, run, and finalize professional e-auctions from start to finish. Each lesson combines practical insights, templates, and case-based exercises that make learning easy to apply in real procurement settings.

What you can expect

Practical. Comprehensive. Game changing.

Lesson 1

Introduction to E-Auctions

Learn what e-auctions are, how they evolved, and why they've become a key strategic sourcing tool. You'll understand how e-auctions improve transparency, speed, and cost savings in modern procurement.

Lesson 2

E-Auctions in the Procurement Process

See where e-auctions fit within the overall procurement cycle: from category strategy and sourcing to contract award. This lesson connects e-auctions to strategic sourcing best practices.

Lesson 3

When & When Not to Use E-Auctions

Learn what e-auctions are, how they evolved, and why they've become a key strategic sourcing tool. You'll understand how e-auctions improve transparency, speed, and cost savings in modern procurement.

Lesson 4

Types of E-Auctions

Explore different auction models: reverse, Dutch, Japanese, and more, with examples of when each type works best and how they influence supplier behavior.

Lesson 5

Selecting the Right E-Auction Platform

Discover how to compare e-auction tools, assess functionality, and choose a platform that fits your organization's needs, size, and data-security requirements.

What you can expect

Practical. Comprehensive. Game changing.

Lesson 6

Designing an Effective E-Auction

Learn how to define auction rules, bidding formats, and scoring methods. You'll also design clear communication and timeline plans to ensure smooth execution.

Lesson 7

Supplier Engagement & Readiness

Understand how to prepare and motivate suppliers for a fair and competitive event. You'll practice pre-auction communication, transparency, and relationship management.

Lesson 8

Running a Live Auction

Gain confidence in managing the auction day, from verifying bids to handling ties and technical issues. Learn the principles behind extensions, visibility settings, and ethical oversight.

Lesson 9

Post-Auction Analysis & Awarding

The auction doesn't end when the timer stops. This final lesson teaches you how to validate results, communicate outcomes, document savings, and finalize awards for compliance and transparency.

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



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



Learners see examples to bring the concepts to life.



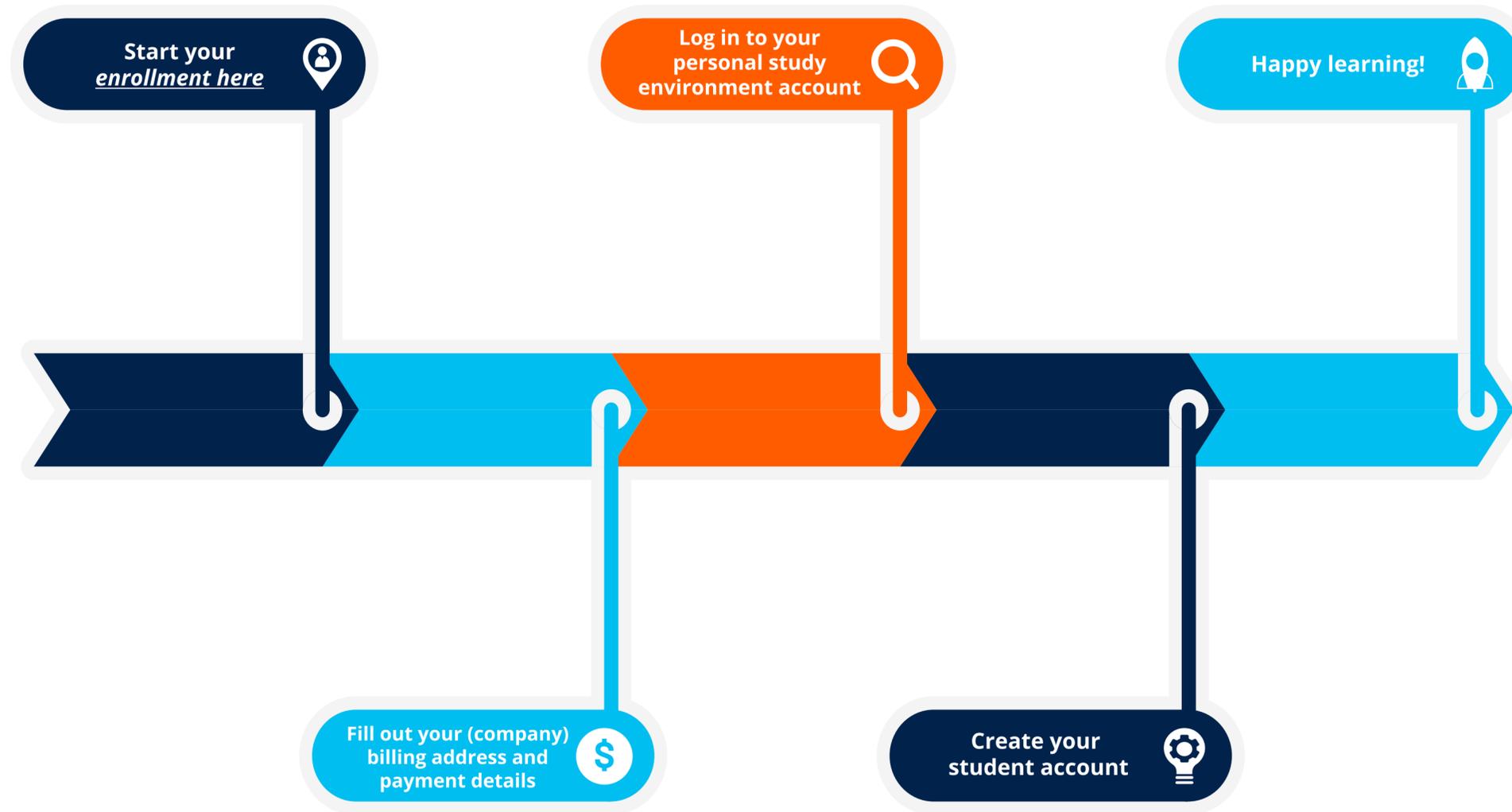
Learners practice skills and concepts through hands-on activities and case studies.

Record of proposals template

Record of proposals	Year 1	Year 2	Year 3	Year 4
Price	14.90	12.20	14.30	13.90
Volume discount	1.5%	2.0%	1.75%	2.0%
Maximum commitment	80,000	150,000		100,000
Agreement terms	30	60	60	
Performance	500	400	Medium	500
Contract / job	1,000,000	1,000,000	1,300,000	1,500,000
Performance	5	8	10	10

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

