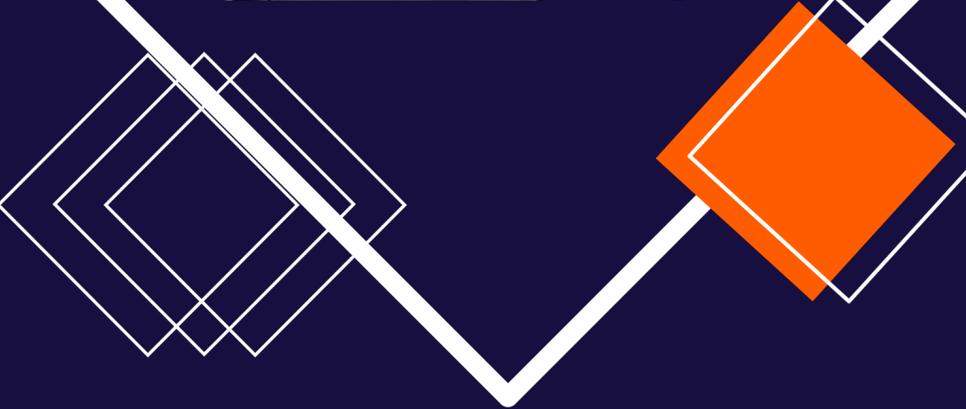


PROGRAM SYLLABUS

# Supplier Relationship Management Course

Online Certificate Program

Last update: February 7, 2026



# An overview

What can you expect of this program?

## Supplier Relationship Management Course

Welcome to our Supplier Relationship Management (SRM) Course!

In this course, we will help you develop and improve the necessary skills to manage supplier relationships, which is a crucial skill for any procurement professional. During this course, you will learn what SRM (Supplier Relationship Management) means in the context of procurement, how to set your SRM goals, KPIs, and form an SRM strategy, as well as how to segment suppliers.

Once we have covered the basics, we will move on to the essential soft skills that are needed for any procurement professional to manage interpersonal relationships. Finally, by the end of the course, we will focus on SRM in practice—how to evaluate your suppliers, pay close attention to potential risks, handle conflicts, and learn useful tactics for approaching your suppliers.

With all of this, we hope to equip you with the information, skills, and knowledge needed to lead your relationships with suppliers and get the most value from them.



– Marijn Overvest, founder Procurement Tactics



200+ companies trust us

-  **Online**, self-paced learning
-  **Subtitles** in 5 different languages
-  **SRM templates**
-  **Interactive case studies**
-  **8-16 hours** study material
-  **12 months** course access
-  Official **certificate** upon completion
-  VC optimization case studies - Soft skills **templates**
-  Reading materials & **bonus content**
-  **60-day money-back** guarantee

# 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'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 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



### Identify the importance, key principles and goals related to supplier relationship management

Before developing and implementing your own supplier relationship strategy, we will first cover the basics, including the importance of SRM, its key principles, and different approaches to managing supplier relationships.



### Apply practical advice on the most important soft skills needed in SRM

You will gain practical and specific advice on building skills like networking, communication, persuasion, and negotiation, which are crucial for effective SRM.

## The perfect fit for

This course is the perfect fit for procurement professionals at any level who are keen to master Supplier Relationship Management. It is tailored for those who want to blend practical SRM strategies with essential soft skills, ensuring they can effectively manage and enhance supplier relationships in their roles.



### Develop your own SRM strategy

This includes crafting and implementing SRM strategies, setting SRM goals, and using various templates provided in the course to facilitate the application of SRM principles in real-world scenarios.



### Implement the SRM strategy

This covers practical approaches to SRM, including how to evaluate and improve supplier relationships, how to handle supplier risks, and how to use tools such as supplier scorecards effectively. Considering all these factors will allow you to formulate your own SRM strategy.

# Curriculum structure

Practical. Comprehensive. Game changing.

## Introduction to Supplier Relationship Management

8 lessons

Introduction of Supplier Relationship Management    Module 1 Introduction    Definition of Supplier Relationship Management  
Importance of Supplier Relationship Management for Procurement    Key Principles of Supplier Relationship Management  
Two Approaches to Supplier Relationship Management    Goals of Supplier Relationship Management    Module 1 Wrap-up

## How to Implement Supplier Relationship Management in Procurement

9 lessons

Module 2 Introduction    Integrating your SRM Strategy in the Company    Supplier Segmentation  
Creating Strategic Collaborative Relationships    Establishing SRM Key Performance Indicators  
Supplier Performance Goals and Measurements    Organizing Stakeholders Management    Implementing your SRM Strategy  
Module 2 Wrap-up

# Curriculum structure

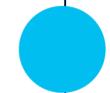
Practical. Comprehensive. Game changing.



## Developing Soft Skills for Supplier Relationship Management

11 lessons

- Module 3 Introduction
- Networking
- Communication
- Persuasion and Negotiation
- Confidence and Self-awareness
- Emotional Intelligence
- Empathy and Compassion
- Inclusivity
- Cultural Sensitivity
- Adaptability
- Module 3 Wrap-up



## Tips and Tricks: SRM in Practice

11 lessons

- Module 4 Introduction
- How to Evaluate Supplier in SRM: The Process
- Techniques for Supplier Performance Improvement
- Eight SRM Tactics to Use
- Dealing with Supplier Risks
- Major SRM Mistakes to Avoid
- How to Identify Cause of Conflict
- How to Handle Conflicts
- Using Supplier Scorecard in SRM
- Module 4 Wrap-up
- Full Course Wrap-up

## MODULE 1

What you can expect

# 1. Introduction to Supplier Relationship Management

In the first module of our course, you will familiarize yourself with the fundamentals of SRM. This module sets the foundation by introducing you to the importance of SRM in procurement, various approaches, key principles, and the different goals you should consider when developing an SRM strategy.

Perfect for those new to the field or anyone wanting to refresh their knowledge, this module prepares you for the more advanced topics that follow later in the course.

## Content

1. Introduction of Supplier Relationship Management
2. Module 1 Introduction
3. Definition of Supplier Relationship Management
4. Importance of Supplier Relationship Management for Procurement
5. Key Principles of Supplier Relationship Management
6. Two Approaches to Supplier Relationship Management
7. Goals of Supplier Relationship Management
8. Module 1 Wrap-up

## MODULE 2

What you can expect

# 2. How to Implement Supplier Relationship Management in Procurement

In the second Module, you will learn how to set goals related to your suppliers, how to set Key Performance Indicators (KPIs), form your SRM strategy, and, finally, how to segment your suppliers. All these will be followed by actionable templates that will help you apply the knowledge.

## Content

1. Module 2 Introduction
2. Integrating your SRM Strategy in the Company
3. Supplier Segmentation
4. Creating Strategic Collaborative Relationships
5. Establishing SRM Key Performance Indicators
6. Supplier Performance Goals and Measurements
7. Establishing SRM Key Performance Indicators
8. Organizing Stakeholders Management
9. Implementing your SRM Strategy
10. Module 2 Wrap-up

## MODULE 3

What you can expect

# 3. Developing Soft Skills for Supplier Relationship Management

In the third Module, you will develop the key interpersonal skills needed to strengthen relationships with suppliers and get practical tips on how to apply these skills in your own approach. This course is designed to help you improve your communication, negotiate with confidence, and build stronger connections with both suppliers and colleagues.

## Content

1. Module 3 Introduction
2. Networking
3. Communication
4. Persuasion and Negotiation
5. Confidence and Self-awareness
6. Emotional Intelligence
7. Empathy and Compassion
8. Inclusivity
9. Cultural Sensitivity
10. Adaptability
11. Module 3 Wrap-up

## MODULE 4

What you can expect

# 4. Tips and tricks: SRM in practice

In the fourth Module, we are going to teach you how to put your strategy into practice. You will learn how to evaluate suppliers, improve the results of suppliers, learn some tactics, deal with risks, know which mistakes to avoid, handle conflict, and learn how supplier relationship scorecards can help in this process!

### Content

1. Module 4 Introduction
2. How to Evaluate Supplier in SRM: The Process
3. Techniques for Supplier Performance Improvement
4. Eight SRM Tactics to Use
5. Dealing with Supplier Risks
6. Major SRM Mistakes to Avoid
7. How to Identify Cause of Conflict
8. How to Handle Conflicts
9. Using Supplier Scorecard in SRM
10. Module 4 Wrap-up
11. 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.



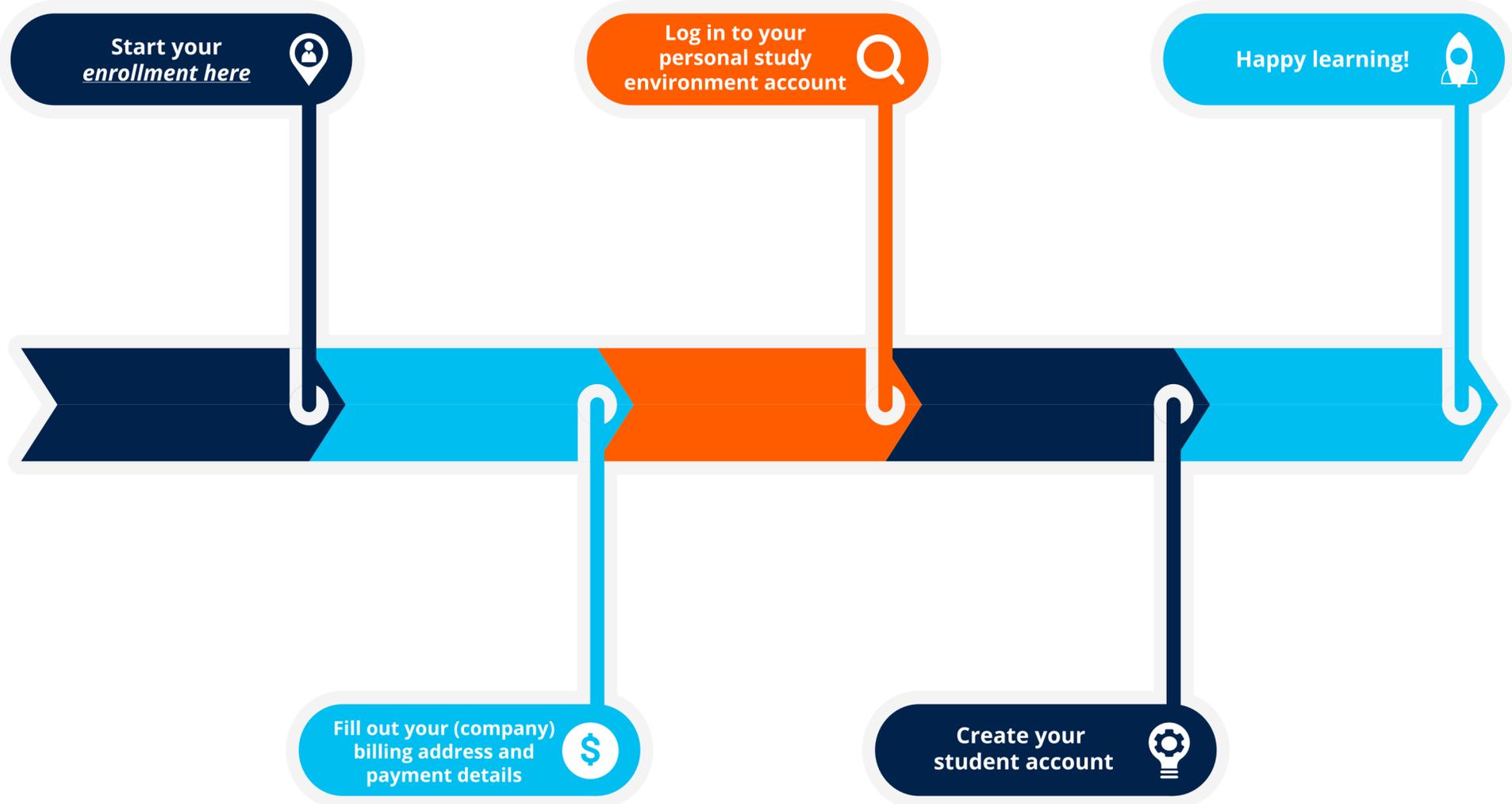
# Our Learning Methodology

Enabling learners to be outstanding



# 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

