



## The Supplier Relationship Management Program

Holistically managing relationships to maximize organizational effectiveness.

Credential Earned: P.Log.

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This program helps you build your capabilities to strategically plan for, and manage, all interactions with suppliers (third-party organizations that supply goods or services to an organization). The emphasis is on managing relationships, and not on managing suppliers, to maximize the value of those interactions.

### PROGRAM OVERVIEW

This program draws from the most current approaches, going beyond traditional procurement and purchasing to include relationship dynamics, psychology and analytics.

Helping you develop a deeper understanding of the complexity of business eco-systems, it sharpens your systems-thinking mindset to enable you to engage effectively in complex SCL systems. To boost your own success and development as well as the value you bring to your company, it rounds out your personal skills in leadership and decision-making.

This program is recommended for candidates with management/supervisory responsibilities, or responsible for your organization's suppliers, individually or as part of a team.

### KEY BENEFITS

- Gain a template and skills to plan and manage supplier relationships
- Learn current business approaches that include relationship dynamics, psychology and analytics.
- Sharpen your awareness of strategic, customer and market perspectives
- Broaden your knowledge of the key drivers of competitive advantage: cost and differentiation
- Improve your decision-making by examining your values and leadership style
- Become a more effective leader by gaining a better understanding of your values and motivations

### CORE CONCEPTS

supplier relationships, persuasion, business strategies, decision-making, leadership, personal values  
*Detailed curriculum available on page 3*



### PROGRAM FORMAT

<b>100% Online</b>	4 self-directed modules
<b>Duration</b>	Complete in 1½ years or less
<b>Time commitment</b>	Per module: 8 weeks 4 hours per week on average
<b>Enrollment pre-requisite</b>	Recommended for candidates with management/supervisory responsibilities
<b>Certification pre-requisite</b>	Minimum of 5 years overall business experience required at the time of certification
<b>Program Start Date</b>	New cohort starts on the 1st weekday of every month.

### PROGRAM FEE

<b>Full program:</b>	\$5,625
<b>Installments:</b>	\$1,150 billed for 5 months

*Taxes extra*

### CREDENTIAL EARNED: The P.Log. Designation

By successfully completing this program, you will

- earn the P.Log Designation
- become a Certified Professional Member of the Logistics Institute

The P.Log designation is owned and maintained by the Logistics Community of Interest under the stewardship of the Logistics Institute. The P.Log designation is a registered trademark of the Logistics Institute.

Earning the P.Log™ designation entails the successful completion of a certification program designed to meet the certification requirements set by the Professional Review Board of the Logistics Institute.



### PROGRAM CONTENT & KEY TOPICS COVERED

<b>MODULE 1: SUPPLIER RELATIONSHIP MANAGEMENT</b>	how to analyze the structure of a supply market, establish topline competitive drivers and engage with the market as it currently exists
	understand the key elements of persuasion, how to push for value and deliver against objectives
	how product or service needs are different from specifications; the types of specifications, and how to conduct a needs requirement analysis
	how to undertake a supplier risk assessment and create a spend profile; using these to develop a strategic approach to market
	how to create a marketing plan, select appropriate key messages and play to your organizational strengths
	how to build a conditioning framework and diagnose when conditioning techniques are being utilized against your organization; how conditioning fits within the broader marketing and engagement plan
	how to build an effective supplier communication plan
	how to categorize suppliers and use their behaviours to diagnose their prioritization of your organization. Review a list of key behaviours together with ideas on responses
	how to create effective supplier score cards, guidelines for creating KPIs and selling them internally and externally
	how to align KPIs to value created by suppliers, thoughts on rewarding value-added behaviour and tracking real value creation
<b>MODULE 2: SUPPLY CHAIN BUSINESS STRATEGIES</b>	understanding the key elements of trust, why it is important for suppliers to trust you and how to quickly and effectively build trust
	how to diagnose assertive behaviour, ensure you obtain your objectives and understand how to manage others appropriately
<b>MODULE 3: LEADERSHIP STRATEGIES</b>	Strategic POV: Competitive Advantage Market Dynamics Disruption: Amazon Effect E-Commerce and e-Supply Chain Logistics Perspectives: strategic, customer-based, market and trade-off
	Strategic decision-making skills Leadership Issues: Sustainability, Organizational Resistance Being a Change Agent. Critical Leadership Skills: Power, Influence and Action
<b>MODULE 4: VALUES-BASED DECISION- MAKING</b>	Affect of values on decision-making Influence of values on behaviour Reasons people behave unethically How credibility is critical to leadership Leading teams with multiple perspectives



### WHY THIS PROGRAM WAS DEVELOPED FOR SUPPLY CHAIN AND LOGISTICS PROFESSIONALS

While global business continues to become more complex due to big data, predictive analytics, increased security requirements and global management needs, 21st century supply chains need to be resilient, robust, and people-centric. Specialized competencies are required to meet these ever-changing demands.

The Logistics Institute firmly believes that leadership is not restricted to a position or job title. Leaders exist at every level of an organization, from the strategic level to the frontline level.

As a professional organization, the Logistics Institute develops the whole person, and not just the skills needed to do jobs in supply chain and logistics. The P.Log professional is

- A leader who transforms organizations as a change agent and builds capabilities in others to implement change;
- A leader with competitive edge to create customer value, and with competence as a supply chain and logistics practitioner to sustain that value;
- A leader with the self-confidence to make difficult decisions and accept responsibility for the consequences of those decisions.

