



OPTIMIZING 3PL PERFORMANCE AND STRATEGIC PARTNERSHIPS TRAINING COURSE

12 - 16 OCT 2026

KUALA LUMPUR

5200 € (PER PERSON)

REF: #LOG3474_34735



COURSE INTRODUCTION / OVERVIEW:

In today's highly competitive global market, the effective management of third-party logistics (3PL) providers has transcended a simple transactional relationship to become a cornerstone of strategic supply chain success. This course provides a comprehensive framework for selecting, managing, and cultivating high-performing partnerships with 3PL providers. We delve into the critical elements that transform a standard vendor agreement into a collaborative alliance that drives efficiency, innovation, and value. Drawing upon principles discussed by leading academics like Dr. C. John Langley Jr. in works such as the annual "Third-Party Logistics Study", this program explores the entire lifecycle of a 3PL relationship. Participants will move beyond basic performance metrics to understand the nuances of contract negotiation, service level agreements (SLAs), and the governance structures that foster trust and mutual growth. BIG BEN Training Center has designed this curriculum to equip professionals with the practical skills needed to mitigate risks, optimize logistics costs, and leverage their 3PL partners as a strategic asset for sustainable competitive advantage in a complex and ever-evolving supply chain landscape.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Supply Chain Managers and Directors.
- Logistics and Distribution Managers.
- Procurement and Sourcing Professionals.
- Operations Managers.
- Warehouse and Inventory Managers.
- Contract Managers.
- Finance Managers involved in logistics budgeting.
- Business owners and entrepreneurs managing outsourced logistics.

TARGET SECTORS AND INDUSTRIES:

- Retail and E-commerce.
- Manufacturing and Industrial Goods.
- Pharmaceuticals and Healthcare.
- Fast-Moving Consumer Goods (FMCG).
- Automotive and Aerospace.
- Technology and Electronics.
- Governmental and Public Sector entities.

- Food and Beverage Distribution.

TARGET ORGANIZATIONS DEPARTMENTS:



- Supply Chain Management.
- Logistics and Transportation.
- Procurement and Purchasing.
- Operations.
- Warehouse and Distribution.
- Contract Management.
- Finance and Accounting.

COURSE OFFERINGS:

By the end of this course, the participants will have able to:

- Develop a structured process for selecting and evaluating potential 3PL providers.
- Negotiate robust contracts and Service Level Agreements (SLAs) that align with business objectives.
- Implement a comprehensive framework of Key Performance Indicators (KPIs) to monitor 3PL performance.
- Conduct effective Quarterly Business Reviews (QBRs) to drive continuous improvement.
- Master techniques for managing the 3PL relationship to foster a strategic partnership.
- Identify and mitigate potential risks associated with logistics outsourcing.
- Analyze 3PL costs and identify opportunities for optimization and value creation.
- Leverage technology and data analytics to enhance visibility and control over outsourced operations.
- Align 3PL capabilities with evolving business strategies, including sustainability and e-commerce.

COURSE METHODOLOGY:

This training course from BIG BEN Training Center employs a dynamic and interactive learning methodology designed for maximum knowledge retention and practical application. The approach is centered on a blend of expert-led instruction, real-world case study analysis, and collaborative group activities. Participants will engage in simulated scenarios, such as 3PL contract negotiations and performance review meetings, to build confidence and practical skills in a controlled environment. The curriculum integrates interactive workshops where attendees will work together to develop KPI dashboards and risk mitigation plans based on realistic business challenges. Open discussions and Q&A sessions are encouraged throughout the course to facilitate the sharing of experiences and industry-specific insights. Our trainers act as facilitators, guiding participants through complex topics and providing personalized feedback. This hands-on, participant-focused methodology ensures that attendees leave not just with theoretical knowledge, but with actionable strategies and tools they can immediately implement within their organizations to improve 3PL performance and partnership dynamics.

COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF STRATEGIC 3PL MANAGEMENT

- The evolution of logistics outsourcing from tactical to strategic.
- Understanding the different types of 3PL providers (standard, service developer, customer adapter, customer developer).
- Core benefits and inherent risks of engaging a 3PL provider.
- Analyzing the business case for outsourcing logistics.
- The current 3PL market landscape and emerging trends.
- Aligning 3PL strategy with overall corporate objectives.
- Defining the scope of work and initial requirements for a 3PL engagement.



UNIT TWO: THE 3PL SELECTION AND ONBOARDING PROCESS

- Developing a comprehensive Request for Information (RFI) and Request for Proposal (RFP).
- Establishing clear and objective criteria for evaluating 3PL provider proposals.
- Conducting site visits and due diligence on potential partners.
- Key components of a successful 3PL contract and Service Level Agreement (SLA).
- Strategies for effective contract negotiation to create a win-win agreement.
- The critical implementation and onboarding phase for a seamless transition.
- Establishing communication protocols and points of contact from day one.

UNIT THREE: MASTERING 3PL PERFORMANCE MEASUREMENT AND CONTROL

- Designing a balanced scorecard of Key Performance Indicators (KPIs).
- Distinguishing between operational, financial, and strategic metrics.
- Utilizing data analytics to track performance and identify trends.
- The structure and purpose of Quarterly Business Reviews (QBRs).
- Techniques for providing constructive feedback and managing underperformance.
- Implementing a framework for continuous improvement and operational excellence.
- Auditing 3PL invoices and managing logistics costs effectively.

UNIT FOUR: BUILDING A COLLABORATIVE AND STRATEGIC PARTNERSHIP

- Moving from a transactional relationship to a strategic alliance.
- The role of trust, transparency, and communication in partnership success.
- Developing joint business plans and shared strategic goals.
- Establishing a governance structure for relationship management.
- Collaborative problem-solving and conflict resolution techniques.
- Jointly identifying and managing supply chain risks.
- Fostering innovation and value-added services with your 3PL partner.

UNIT FIVE: ADVANCED TOPICS AND FUTURE-PROOFING YOUR 3PL STRATEGY

- The impact of technology (WMS, TMS, AI, IoT) on 3PL operations.
- Integrating sustainability and green logistics into your 3PL partnership.

- Managing reverse logistics and returns through your 3PL.
- Navigating the complexities of global and multi-regional 3PL relationships.
- Adapting your 3PL strategy for e-commerce and omnichannel fulfillment.
- The future of the 3PL industry and its implications for your business.
- Final project: developing a 3PL partnership improvement plan.



FAQ:

QUALIFICATIONS REQUIRED FOR REGISTERING TO THIS COURSE?

There are no requirements.

HOW LONG IS EACH DAILY SESSION, AND WHAT IS THE TOTAL NUMBER OF TRAINING HOURS FOR THE COURSE?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

SOMETHING TO THINK ABOUT:

As automation and AI become more prevalent in logistics, how will the definition of a 'strategic partnership' with a 3PL provider evolve beyond cost and efficiency to include shared innovation and data intelligence?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by focusing intensely on the "partnership" dimension of 3PL management, a critical aspect often overlooked by programs that concentrate solely on transactional performance metrics and cost reduction. While other courses may teach how to measure a 3PL's performance, this program teaches how to cultivate a relationship that drives mutual growth and strategic advantage. We move beyond the textbook definitions of KPIs and SLAs to explore the nuanced, human elements of a successful alliance, such as establishing governance, fostering trust, and navigating conflict. The curriculum is built upon a foundation of real-world case studies and practical, interactive scenarios, such as mock contract negotiations and Quarterly Business Review simulations, rather than abstract theory. This ensures participants learn not just what to do, but how to do it within their own operational context. The course content is forward-looking, addressing contemporary challenges like integrating sustainability goals, leveraging emerging technologies, and adapting to the demands of e-commerce, equipping professionals with a holistic and future-proof skill set for managing modern logistics partnerships.