# Strategic Sourcing and Category Management Excellence Training Course



08 - 12 Nov 2026

Istanbul

4900 € (Per Person)

Ref: #PSC6354_206879

## Course Introduction / Overview:

This comprehensive training course is designed to elevate procurement professionals from tactical buyers to strategic business partners. In today's volatile global market, mastering strategic sourcing and category management is no longer optional; it is essential for driving competitive advantage, mitigating risk, and creating sustainable value. This program delves deep into the methodologies that transform procurement functions into powerhouses of innovation and efficiency. Participants will explore the entire strategic sourcing process, from advanced spend analysis and market intelligence to sophisticated supplier negotiation and relationship management. The curriculum is grounded in established academic principles, such as the influential work of Peter Kraljic on supply market positioning, and practical applications discussed in texts like "Purchasing and Supply Chain Management". BIG BEN Training Center has meticulously structured this course to provide a holistic view, ensuring that attendees can develop and implement robust category strategies that align with overarching corporate objectives, manage supply chain resilience, and leverage procurement analytics for data-driven decision-making. This is a journey towards procurement excellence, equipping you with the skills to navigate complexity and deliver measurable results.

## Target Audience / This training course is suitable for:

- Procurement Managers and Directors.
- Category Managers and Specialists.
- Sourcing Managers and Analysts.
- Supply Chain Professionals.
- Contract Managers and Administrators.
- Senior Buyers and Purchasing Agents.
- Finance and Operations Managers involved in procurement decisions.
- Project Managers responsible for sourcing and supplier selection.

## Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Retail and Consumer Goods.
- Information Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Banking, Finance, and Insurance Services.
- Energy, Oil, and Gas.
- Construction and Engineering.
- Governmental agencies and public sector organizations.

## Target Organizations Departments:

- Procurement and Purchasing Departments.
- Supply Chain Management.
- Strategic Sourcing and Category Management Units.
- Finance and Accounts Payable.
- Operations Management.
- Contract Management and Legal.
- Project Management Offices (PMO).
- Logistics and Distribution.

## Course Offerings:

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

- Develop and execute end-to-end strategic sourcing initiatives.
- Master the principles of category management to drive long-term value.
- Conduct comprehensive spend analysis to identify cost-saving opportunities.
- Apply the Kraljic Matrix for effective supplier segmentation and strategy development.
- Enhance supplier negotiation skills through advanced tactics and techniques.
- Implement robust Supplier Relationship Management (SRM) programs.
- Analyze and mitigate risks within the supply chain.

- Utilize Total Cost of Ownership (TCO) models for better procurement decisions.
- Leverage procurement analytics and market intelligence for informed strategies.
- Champion sustainable and ethical sourcing practices within their organization.
- Align procurement objectives with overall business strategy.
- Manage the RFx process and e-sourcing platforms effectively.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in the workplace. This course moves beyond traditional lectures to create a dynamic learning environment. We utilize a blend of expert-led presentations, real-world case studies from various industries, and interactive group discussions that encourage peer-to-peer learning and knowledge sharing. A significant portion of the course is dedicated to hands-on workshops and practical exercises, such as developing a category strategy, conducting a mock TCO analysis, and participating in role-playing scenarios for supplier negotiations. This experiential approach reinforces theoretical concepts and builds practical skills and confidence. Participants will receive continuous feedback from the instructor and their peers, fostering a collaborative and supportive atmosphere. The program is structured to bridge the gap between theory and practice, providing attendees with a comprehensive toolkit of strategies, frameworks, and best practices for strategic sourcing and category management excellence.

## Course Agenda (Course Units):

### Unit One: Foundations of Strategic Sourcing and Procurement

- Introduction to strategic sourcing vs. tactical purchasing.
- The 7-step strategic sourcing process explained.
- Conducting comprehensive spend analysis and opportunity assessment.
- Understanding and calculating the Total Cost of Ownership (TCO).
- The role of market intelligence in strategic sourcing.
- Aligning procurement goals with corporate objectives.
- Introduction to procurement ethics and governance.

## Unit Two: Mastering Category Management

- Defining category management and its core principles.
- Developing a robust category strategy and implementation plan.
- Conducting in-depth market and industry analysis.
- Supplier segmentation and portfolio analysis using the Kraljic Matrix.
- Stakeholder mapping and engagement for category success.
- Creating category-specific key performance indicators (KPIs).
- Case study analysis of successful category management implementation.

## Unit Three: Advanced Sourcing and Negotiation Techniques

- Managing the end-to-end RFx (RFI, RFP, RFQ) process.
- Leveraging e-sourcing and reverse auction platforms.
- Developing a comprehensive negotiation strategy and plan.
- Advanced negotiation tactics for win-win outcomes.
- Understanding contract fundamentals and key legal clauses.
- Techniques for managing complex contract negotiations.
- Role-playing negotiation scenarios with peer feedback.

## Unit Four: Supplier Relationship and Risk Management

- The principles of Supplier Relationship Management (SRM).
- Developing and implementing an effective SRM program.
- Supplier performance management and score-carding.
- Collaborative supplier development and innovation.
- Identifying and assessing supply chain risks.
- Developing risk mitigation and contingency plans.
- Introduction to sustainable and responsible sourcing.

### Unit Five: Driving Value and Future Trends in Procurement

- Leveraging data analytics and business intelligence in procurement.
- The impact of digital transformation on sourcing and procurement.
- Measuring and communicating procurement's value contribution.
- Change management for procurement transformation projects.
- Future trends in global sourcing and supply chain management.
- Developing a personal action plan for implementation.
- Capstone project presentation: Developing a mini-category strategy.

## 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:

Beyond cost reduction, how can strategic sourcing and category management be leveraged as a primary driver for corporate innovation and sustainability goals?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a truly strategic and holistic perspective on procurement, moving far beyond the conventional focus on tactical cost-cutting. While many programs teach process, we focus on developing strategic thinking and business acumen. The curriculum uniquely integrates foundational academic frameworks, like the Kraljic Matrix, with cutting-edge topics such as digital transformation, procurement analytics, and supply chain resilience, preparing participants for the challenges of today and tomorrow. A key differentiator is our emphasis on practical application through immersive case studies, negotiation role-playing, and a capstone project where participants develop a tangible category strategy. This hands-on approach ensures that learning is not just theoretical but immediately applicable. Furthermore, the course content is designed to show how procurement can be a powerful engine for broader corporate objectives, including innovation, risk management, and sustainability. Participants will leave not just as better procurement professionals, but as strategic business partners capable of creating and communicating quantifiable value across their entire organization.