



## Category Management - Process, Tools and Techniques

Learn to design and implement effective category strategies that drive organisational value through a structured, strategic approach to procurement on this Category Management course.

On this 1-day course, delegates will learn about key category management principles, techniques, tools and approaches by taking part in our engaging workshops and modules.

At the end of the course delegates will understand the role that category management plays and be able to design and implement their own category strategy documents suitable for their own organisations.

### COURSE DURATION

1 day

### CPD

Equivalent to 7 hours

### COURSE PRICE

From £625 + VAT

### DATES & VENUES

[View dates & venues](#)

### CERTIFICATES

All delegates will receive a certificate on completion.

## Who should attend?

This course will be helpful to:

- procurement professionals and stakeholders seeking a greater understanding of the role that category management plays in driving value across the organisation
- professionals who have recently undertaken the role of a category manager
- those looking to develop their own category strategies and plan for the first time
- anyone requiring a refresher on the theory and principles of category management
- supplier personnel interested in understanding their customers' sourcing behaviour

## Key topics

Topics covered on the course include:

- introduction to category management
- the evolution of sourcing
- category managers within procurement structures
- stakeholder mapping and engagement
- supplier classification and segmentation
- supplier referencing
- category risk profiling
- procurement levers and methods
- driving commercial value
- prioritising activities
- planning activities
- strategic alignment and stakeholder buy-in
- assurance and ongoing governance

## Skills gained

On completing this Category Management course, delegates will be able to develop their own category management plans and strategies, and have a greater understanding of the benefits of using a structured and strategic approach to the procurement of goods and services. They will also understand how category management contributes to the development and achievement of organisational goals, and how it delivers high performance from the supply market and an optimised supply chain.



Participants will also receive a Certificate of Completion, which will serve as a testament to their commitment to professional development and their new knowledge and skills in category management.

## Course agenda

Our training courses are designed to optimise the learning experience for delegates both in face-to-face settings and in our Virtual Classroom.

Under the guidance of our expert tutors, attendees will follow an agenda which is briefly outlined below:

- Welcome and Introductions
- The Context and Case for Category Management
- Data, Analytics and Insights
- Stakeholder Mapping & Engagement
- Supplier Analysis & Engagement
- LUNCH
- Risk Analysis and Mitigation
- Levers, Methods and Tactics
- Planning, Prioritisation and Pipelines
- Business Alignment and 'Good Practice'
- Recap and Feedback
- Review & Close

## In-company training

Ideal for groups, you can receive this course exclusively for your organisation at your premises or online in our user-friendly Virtual Classroom.

Enjoy cost-effective flexibility and personalised learning with tailored messaging designed to address your unique business challenges. [Contact us for a quote.](#)

Our Tutor was very experienced in the subject matter, and was able to deliver the course to try and relate to our own experiences while adding examples from his own varied background.

Glenair UK Ltd

I felt the course content was well contained and delivered in a very tangible way. The tutor was engaging and ensured the context was tangible for those of us pretty advanced in the role and the newbies.

DXC Technology

The tutor was very engaging, his enthusiasm was fantastic. He broke things down in an excellent way when explaining different logics/models. The handout book provided is fantastic.

British Gas Services Ltd

[Read our Contract Management training course reviews](#)

## Why train with Bywater?

Bywater is the leading independent provider of professional management systems training in the UK.

Our expert training offers practical understanding of how to realise the benefits and assess the success of implementing and operating successful management systems.

Bywater delegates know they can rely on proven training delivered by experts at times and locations to suit their needs.

**40 years** established

**100+** course titles

**15** UK locations

**1000+** courses annually

 Global Virtual Classroom

CQI & IRCA, ISEP, RSS and IOSH approved training provider.



[VIEW DATES & VENUES](#)

## Booking is easy

Simply select a course date and venue and fill in the online form. View our full range of courses at [www.bywater.co.uk](http://www.bywater.co.uk)

If you have any questions please call us on 0333 123 9001, use our online chat or email [contact@bywater.co.uk](mailto:contact@bywater.co.uk)

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