

## CATEGORY MANAGEMENT

### 1-Day Introduction Training Workshop

A 1-day introductory **Category Management** course aimed at stakeholders or individuals who are coming into contact with **Category Management** programs. This course is an ideal supplement to a wider, more advanced **Category Management** education program and can help to ensure that everyone who needs to be involved has sufficient understanding to participate.

This course will help you develop winning category strategies by ensuring that those across the business who need to be involved understand, support and actively participate in the **Category Management** process.

The course provides an introduction to **5i**® **Category Management** and includes an exploration of the principles of the process and what makes it so successful. The role of purchasing within organizations is also explored to help delegates understand the value that is possible and what is needed to unlock it. The course also provides an introductory level taster for some of the key tools in **Category Management** to illustrate buyer/seller dynamics.

#### This course is suitable for:

- ▶ Junior or developing buyers
- ▶ Stakeholders who are to support or be part of category teams

#### You may also be interested in:

- ▶ **5i Online** – Business results come through turning training into action, and practitioners will need access to the **Category Management** tools, templates and even refresher training. **5i Online** is a subscription-based online tool that provides your team with the complete and regularly updated suite of category management support tools. Available on an annual subscription basis with significant discounts if purchased with classroom training.
- ▶ **Category Management in Purchasing** by Jonathan O'Brien – A best selling book in its class that has helped tens of thousands of practitioners around the world to understand and apply **Category Management**. We can provide copies of this book at a discounted rate to delegates to support the training. The author is also available to lead some courses.
- ▶ **Governance** – Realize game changing benefits in your organization by making **Category Management** 'the way we buy'. We can help drive in the governance framework necessary to make **Category Management** a highly successful contributor to business success. We will work with your senior team to implement approaches around category segmentation and prioritization, project planning and reviews, benefits tracking, capability development and internal communications.

We charge per event based on a maximum of 20 delegates. Our fees include trainers, travel time (within the EU or US), preparation, basic customization and standard course hand-outs but exclude venue and facilities hire, reasonable expenses and VAT/sales tax where applicable. Certain locations are subject to fees for additional travel time (although our global network of staff means we have most major locations covered). Unless otherwise agreed, all intellectual property used in training or in hand-outs remains the property of Positive Purchasing Ltd and is provided on the basis that it is for use by the delegate who attends the training event in the course of their work for the company who engages us. Unless otherwise agreed, no electronic versions of the training materials will be provided. Making copies of, transmitting or distribution of any Positive Purchasing training materials is strictly forbidden unless we have provided a license to do so. The client is responsible for the provision of the training venue, delegate invitations, logistics and any equipment (as per our specification available upon request). We will supply a summary of course evaluations and feedback post event. Our payment terms are strictly 30 days from receipt of invoice.

## Course Content

- ▶ Introduction to Category Management
- ▶ The principles of Category Management
- ▶ The Category Management process
- ▶ The STP (Situation, Target, Proposal) tool
- ▶ Cross-functional team approach
- ▶ Determining business requirements
- ▶ How suppliers gain power over buyers
- ▶ Some early-insights analytical tools
- ▶ Defining a sourcing strategy

## Learning Objectives

By the end of this course delegates will be able to:

- ▶ Describe what Category Management is and how it adds value
- ▶ Explain the key steps of the process
- ▶ Describe ways that suppliers gain advantage
- ▶ Apply some simple tools to help understand and plan a category
- ▶ Define business requirements
- ▶ Play an active role in a Category Management project

## What You Will Get

This training is delivered by two highly experienced procurement experts and can be delivered exclusively for your company at almost any location worldwide.

Different language options are available, and a summary of course evaluations and feedback will be provided after the training.

Delegates will receive:

- ▶ Full colour 5i training workbook containing summary of content from the day
- ▶ Laminated 5i Category Management process
- ▶ Copies of all case studies and group work exercises
- ▶ A certificate for all delegates who complete the course