

CATEGORY MANAGEMENT

Advanced Course



An advanced Category Management course aimed at experienced or developing purchasing staff and potentially some key stakeholders. The course covers all aspects of our 5i® Category Management process (or can be customized around your company-specific process).

This course enables and fully equips your practitioners to deliver significant business benefits around reduced price and cost, reduced supply base risk and to unlock innovation and greater value for your most important categories of spend.

This is our most popular course and is essential for any company embarking on, or attempting to re-establish, a Category Management program. Our experienced trainers bring the training to life using a combination of inspirational tuition, facilitated group work and case studies. We can customize the course as needed and, if required, we can combine training with supported working sessions for delegates to work on their own categories, creating key outputs from the workshop.

This course is suitable for:

- Procurement professionals
- Junior or developing buyers
- Purchasing managers
- Purchasing leadership teams
- Stakeholders who are to support or be part of category teams

You may also be interested in:

- **Procleus®** – The complete online strategic procurement academy, toolkit and resource centre for purchasing professionals. Our unique Procleus digital platform enables global procurement teams to deliver remarkable benefits and unlock significant potential from the supply base. Featuring an extensive library of digital learning modules, individual competency assessment and managed learning programs alongside the complete 5i suite of processes, tools, templates and resources for procurement and negotiation.
- **Category Management Master Practitioner program** – A managed Talent Development Program over 6+ months including initial competency assessment and interview, advanced course (classroom OR live online), self-managed elearning and personal coaching. Includes a Procleus subscription.
- **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.
- **Category Determination, Segmentation, Opportunity Analysis and Governance** – Tailored workshops to help you successfully implement category management and realize game changing benefits in your organization. We will work with your senior team to help identify, segment and prioritize the categories you will work on. We can also help you establish the governance necessary to make category management a highly successful contributor to business success. This includes helping you to structure your team, program planning, capability development, benefits tracking and reporting, and internal communications.

We charge per program or event based on a maximum of 20 delegates for classroom events or 30 for our online programs (depending upon the degree of live online facilitation for breakouts selected). Our fees include trainers, any travel time (within the EU or US), preparation, basic customization and standard course hand-outs (provided in-person or mailed out to delegates for online programs) but exclude venue and facilities hire, reasonable expenses for classroom events 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. For classroom events, 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

Understanding Category Management

- Introduction to Category Management and defining our category
- Achieving breakthrough results
- The STP (Situation, Target, Proposal) tool
- Planning and kicking-off the category project

Cross-functional working and engaging the business

- Cross-functional teams and effective team formation
- Stakeholder Mapping and Communication Planning
- Quick Wins and Opportunity Analysis

First insights and business requirements

- Early insights into category using Day One Analysis
- Determining how to secure value (Value Levers)
- Business Requirements definition and prioritization
- Supplier Conditioning
- Data Gathering (internal, supplier and market)

Gaining insight into the category

- Getting behind suppliers price using price model
- Purchase price cost analysis (analyzing 'should cost')
- External environment analysis using PESTLE and Porter's Five Forces

Developing the category strategy

- Strategy development using Portfolio Analysis/ Kraljic Analysis and Supplier Preferencing
- Summarizing all the analysis and findings using SWOT
- Strategic sourcing options generation and evaluation
- Source Plan/strategy development and approval

Implementing the category strategy

- Risk and contingency planning
- Detailed implementation planning and project management
- What next - managing the supplier and ongoing attraction of breakthrough and innovation

Learning Objectives

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

- Describe what Category Management is, how it adds value and apply it to key spend areas
- Explain the key steps of the process and determine which tools to apply
- Establish a cross-functional team and engage the business
- Define business requirements for a category
- Analyze a category and develop a breakthrough category strategy

- Create a source plan or category strategy
- Develop a detailed implementation plan
- Manage implementation and apply change management principles
- Describe how to develop contractual terms to align with the category strategy
- Begin to implement suitable arrangements for supplier management
- Manage the category on-going
- Determine when to restart the category management process

What You Will Get

This training is delivered by highly experienced procurement experts and can be delivered either live online as a series of workshops, as a 3-day classroom event, or a combination of the two, 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
- Laminated 5i Category Management process
- Copies of all case studies and group work exercises and personalised certificate
- A 3-month subscription to Procleus. (online courses only)