KOENIG SOLUTIONS · COURSE OUTLINE

Stakeholder Relationships (L2M3)

Learn to identify procurement stakeholders and market factors, and apply communication and conflict resolution techniques to manage relationships.

32 Hours	4	34
DURATION	MODULES	TOPICS

COURSE OVERVIEW

This course examines internal and external stakeholders in procurement and supply, and how they influence procurement activity. It covers key economic sectors and market factors, including demand and supply, competition, and marketing, that affect a procurement and supply function. It then addresses techniques for effective communication, such as building rapport, negotiation, the communication cycle, and team working. Finally, it looks at how conflict arises between purchasers and suppliers and approaches to resolving it with stakeholders.

WHO THIS COURSE IS FOR

For anyone new to the profession, with little or no business experience and those aspiring to move into a career in procurement and supply

It is also ideal for managers in other professions and business leaders or entrepreneurs who need to understand how procurement should function and its overall impact on business success

PREREQUISITES

- This is the first entry level qualification, there are no formal entry requirements

LEARNING OBJECTIVES

- Define external stakeholders such as suppliers, customers and communities
- Identify internal stakeholders involved in purchases and supplies
- Describe how stakeholders influence procurement and supply activity
- Identify key economic sectors affecting a procurement function
- Indicate how demand and supply impact pricing and availability
- Describe how market factors and competition affect procurement activities
- Explain methods of negotiating with suppliers and customers
- Identify approaches to conflict resolution with stakeholders

COURSE SYLLABUS

4 Modules, 34 Topics

1.0 Know the Stakeholders in Procurement and Supply

1.1 DEFINE EXTERNAL STAKEHOLDERS IN PROCUREMENT AND SUPPLY

- Defining and profiling stakeholders
- Typical stakeholders such as suppliers, customers, consumers, communities, government and other groups
- The distinction between customers and consumers

1.2 IDENTIFY INTERNAL STAKEHOLDERS THAT CAN BE INVOLVED IN PURCHASES FROM SUPPLIERS AND SUPPLIES DELIVERED TO CUSTOMERS

- The role of procurement and supply in dealing with other business functions such as marketing, sales, production, operations, human resources, finance, design and development, distribution, facilities, senior management and the board of management

1.3 DESCRIBE HOW INTERNAL AND EXTERNAL STAKEHOLDERS INFLUENCE PROCUREMENT AND SUPPLY ACTIVITY

- The internal and external stakeholders that can influence the work and success of procurement and supply

2.0 Know the Key Market Factors That Impact on a Procurement and Supply Function

2.1 IDENTIFY THE KEY ECONOMIC SECTORS THAT IMPACT ON A PROCUREMENT AND SUPPLY FUNCTION

- Public, private and not-for-profit or third sector
- Primary, secondary and tertiary sectors

2.2 INDICATE THE IMPACT OF DEMAND AND SUPPLY ON MARKETS

- Demand and supply curves
- How demand and supply factors can change
- How demand and supply factors can impact on pricing and availability

2.3 DESCRIBE HOW MARKET FACTORS IMPACT ON THE PROCUREMENT AND SUPPLY ACTIVITIES OF AN ORGANISATION

- **The level of competition:** perfect competition, imperfect competition, oligopoly, duopoly and monopolies
- The impact of demand on sales
- Market growth and decline
- Competitive forces on organisations

2.4 IDENTIFY THE CONTRIBUTION THAT MARKETING MAKES TO DEVELOP CUSTOMER AND SUPPLIER RELATIONSHIPS

- Define the principles and definitions of marketing
- Techniques associated with marketing
- Sources of competitive advantage sought through marketing
- Relevance of marketing principles to purchasers

3.0

Understand the Techniques Associated with Successful and Effective Communication in Procurement and Supply

3.1 DESCRIBE AND EXPLAIN APPROACHES TO BUILD RAPPORT WITH INTERNAL AND EXTERNAL STAKEHOLDERS

- Techniques to develop, maintain and improve relationships with internal stakeholders to promote effective procurement and supply

3.2 EXPLAIN METHODS OF NEGOTIATING WITH SUPPLIERS AND CUSTOMERS

- Negotiation techniques for use with suppliers and customers to agree contract terms and relationships that will achieve the interests of the overall organisation

3.3 RECOGNISE ALL ELEMENTS OF THE COMMUNICATION CYCLE

- The importance of appropriate, prompt and timely communications with stakeholders and suppliers
- How to create appropriate written correspondence
- How to complete electronic files and documents used in support of the procurement and supply process

3.4 DESCRIBE THE KEY CHARACTERISTICS OF SUCCESSFUL AND EFFECTIVE TEAM WORKING

- Group cohesiveness and performance
- The characteristics of an effective work group
- The stages of team development

4.0

Know Approaches for Conflict Resolution with Stakeholders in Procurement and Supply

4.1 IDENTIFY THE TYPES OF INFORMATION THAT CAN BE EXCHANGED BETWEEN PURCHASERS AND SUPPLIERS

- Types of information exchange such as scheduling difficulties, demand forecasts, trends in costs and availability, designs and innovations and new product development

4.2 INDICATE HOW CONFLICT CAN ARISE IN THE WORK OF PROCUREMENT AND SUPPLY

- Defining workplace conflict
- The sources of conflict in organisations and between personnel
- The sources of conflict between organisations and their personnel

4.3 IDENTIFY APPROACHES TO CONFLICT RESOLUTION WITH STAKEHOLDERS IN PROCUREMENT AND SUPPLY

- Approaches to conflict resolution
- Clarifying roles and responsibilities
- Group cohesion
- Achieving buy-in from stakeholders

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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