

OPERATIONS & SUPPLY CHAIN | COURSE BROCHURE

Negotiating with Strategic Suppliers

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Negotiations with strategic or monopoly suppliers require a different approach from routine price bargaining. This course covers preparing for complex supplier negotiations: understanding supplier economics and power, total cost and value levers, negotiation strategies for long-term relationships, multi-issue deals and managing negotiation teams.

Strategic suppliers can make or break your operations. You will learn to negotiate agreements that secure value and partnership.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Supplier analysis exercises, negotiation simulations with debriefs and case studies.

Course objectives

By the end of this course, participants will be able to:
• Analyse supplier power and dependency
• Understand supplier cost structures
• Identify value levers beyond price
• Plan negotiation strategy and team roles
• Negotiate multi-issue agreements
• Build long-term supplier relationships

Target audience

This course is suitable for:
• Senior buyers and category managers
• Procurement managers
• Contract managers
• Commercial managers
• Supply chain directors



Course content

Target competencies

Participants will develop competencies in:

- Supplier analysis
- Negotiation planning
- Value creation
- Team negotiation
- Relationship management

Course outline

Day 1: Strategic Suppliers

09:00–10:08	Supplier positioning
10:08–11:00	Power and dependency
11:00–11:30	**Coffee break**
11:30–11:45	Power and dependency (continued)
11:45–12:53	Supplier perspective
12:53–14:00	Exercise

Day 2: Preparation

09:00–10:08	Cost analysis
10:08–11:00	Value levers
11:00–11:30	**Coffee break**
11:30–11:45	Value levers (continued)
11:45–12:53	Objectives and limits
12:53–14:00	Workshop

Day 3: Strategy

09:00–10:08	Collaborative versus competitive
10:08–11:00	Team roles
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Team roles (continued)
11:45–12:53	Agenda
12:53–14:00	Simulation 1

Day 4: Complex Negotiations

09:00–10:08	Multi-issue trade-offs
10:08–11:00	Deadlock
11:00–11:30	**Coffee break**
11:30–11:45	Deadlock (continued)
11:45–12:53	Escalation
12:53–14:00	Simulation 2

Day 5: Relationships

09:00–10:08	Agreements and follow-up
10:08–11:00	Partnership governance
11:00–11:30	**Coffee break**
11:30–11:45	Partnership governance (continued)
11:45–12:53	Renegotiation
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,940.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Paris Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,860.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,650.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Rome Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,890.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Rome Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Vienna Confirmed dates	10 May 2027	14 May 2027	**€2,940.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**€1,890.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,540.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,840.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Rome Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,890.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	22 Nov 2027	26 Nov 2027	**€3,150.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,840.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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