Category Management in Procurement: Strategic Approach

17 – 21 May 2027
Malaga (Spain)



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Why This Course

Category management has become a powerful approach for transforming procurement from a transactional function into a strategic value driver. By organizing spend into categories and managing them proactively, organizations can unlock cost savings, improve supplier performance, and make smarter sourcing decisions.

This intensive 1-week program is designed to provide professionals with a structured, practical approach to category management. It focuses on analyzing spend, building effective strategies, and strengthening supplier relationships to deliver measurable business value.

What You'll Learn and Practice

By joining this program, you will:

- Understand the principles and strategic value of category management.
- Analyze spend data and segment procurement categories effectively.
- Develop and implement category strategies aligned with business goals.
- Strengthen supplier relationship management practices.
- Measure, report, and continuously improve category performance.

The Program Flow

Day 1: Foundations of Category Management

- Understanding category management concepts and benefits.
- Exploring the strategic role of category management in procurement.
- Applying spend analysis techniques.
- Segmenting procurement categories effectively.

Day 2: Developing Category Strategies

- Conducting market analysis and identifying opportunities.
- Engaging stakeholders and gathering requirements.
- Defining category vision and objectives.
- Developing strategic sourcing options.



Day 3: Supplier Relationship Management

- Segmenting suppliers and managing portfolios.
- Building collaborative supplier relationships.
- Applying negotiation strategies within categories.
- Measuring and improving supplier performance.

Day 4: Implementation and Change Management

- Designing effective category management processes.
- Managing cross-functional collaboration.
- Addressing implementation challenges.
- Applying structured change management approaches.

Day 5: Measuring Success and Continuous Improvement

- Defining key performance indicators for categories.
- Reporting and communicating performance results.
- Applying continuous improvement practices.
- Exploring future trends in category management.

Individual Impact

- Strengthen your strategic thinking in procurement.
- Improve your ability to analyze spend and develop strategies.
- Build confidence in managing suppliers and stakeholders.
- Enhance your ability to deliver measurable value.

Organizational Impact

- Achieve cost savings through better category management.
- Improve supplier performance and collaboration.
- Enhance transparency and control over procurement spend.
- Support long-term value creation and efficiency.

Training Methodology

This program emphasizes practical, hands-on learning through:

- Real-world procurement and category management scenarios.
- Interactive workshops and group discussions.
- Spend analysis and strategy development exercises.
- Tools and templates for immediate application.



Beyond the Course

By the end of this program, participants will be equipped with the tools and frameworks needed to implement category management effectively.

They will return ready to:

- Develop category strategies for key spend areas.
- Strengthen supplier relationship management practices.
- Monitor and improve category performance.
- Lead category management initiatives within their organization.

This course enables professionals to adopt a structured, strategic approach to procurement—driving efficiency, cost savings, and sustainable business value.

