

SSM 30 – SUPPLIER POSITIONING

Supplier Positioning is all about evaluating suppliers. In the same way how we evaluate our competitors, it is essential to review our suppliers both to maintain our standards to customers and even to the company's operations.

WHO SHOULD ATTEND?

This course is designed for anyone working within a purchasing or procurement function who deals with suppliers, even if this is not frequent.

COURSE OUTLINE

Session 1: Product and service knowledge

- The need for product and service knowledge
- Fact as opposed to opinion
- Product and service knowledge has to be fluent
- Sources of information and comparing products and services
- The tactful use of knowledge

Session 2: Competitive analysis

- Information about market share
- Organisation for customer services
- Reviewing mission statements and operations
- Analyse marketing campaigns

Session 3: Perceptual mapping and positioning

Perceptual mapping

- Determine the hidden competitors
- Competition for scarce resources
- Seek out competitive advantages and identify possible opportunities
- Establish Unique Selling Points (USP)

Positioning

- Choose the place your product will occupy in the consumer's mind
- The SWOT analysis
- The PESTEL analysis