

FIVIS TRAINING **CUSTOMER** **CENTRICITY IN** **PROCUREMENT**

Buy customer-first to create
competitive advantage,
not just savings.

PROGRAM OUTLINE – CUSTOMER-CENTRICITY IN PROCUREMENT (CCP)

TRAINING OVERVIEW

This training elevates your buying team to the next level of procurement excellence.

For too long, buyers have focused on individual KPIs and supplier markets to the detriment of stakeholder needs.

This course recalibrates procurement capabilities around what really matters: the customer. The training rebuilds strategic buying competencies from the ground up, starting not from a one-dimensional category or industry perspective, but from the customer's business needs.

Buyers will gain the confidence to become the desired business partners of choice, capable of independently identifying the right business needs and deciding on the course of action required to bring in the supplier capabilities that best match those needs.

All of this designed to drive your stakeholder's (=your customer's) competitive advantage, and not just savings.

WHO IS IT FOR?

This training is for procurement and supply chain management professionals at all levels, across all industries, who manage direct or indirect spend.

If your team is ready to take the next step in its procurement journey, from functional administrator to fully valued business enabler valued by internal and external stakeholders alike, then this course is for you.

TRAINING OUTCOME



The confidence to know how to buy customer first and to deliver business results that matter.



A new mindset to think and act in a customer-centric way.



5 new habits to build winning B2B relationships internally and externally.



14 new competencies to make you the business partner of choice.



Your actions plans to deliver stellar business results.

TRAINING SETUP



Virtual-live, instructor-led sessions, or face-to-face workshops



Group coaching via online community in between sessions



Ex-procurement professionals as your coaches and trainers



Apply your new skills directly on your job



Expert feedback from day 1



72-page physical workbook

THE FIVIS CUSTOMER CENTRICITY MINDSET MODEL

The habits and competencies that build your new procurement confidence to buy customer-first.

HABIT #1

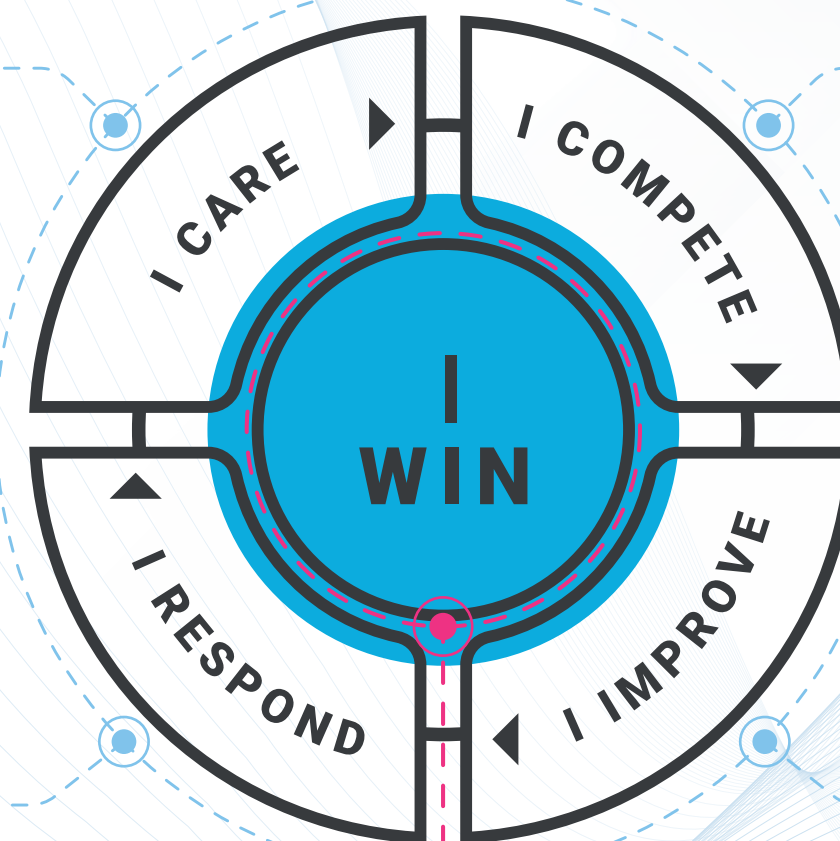
Stop simply thinking in categories. Buy customer-first. Act like an intrapreneur: know your stakeholders (=customers) inside and out, immerse yourself into their reality, proactively consult them on their needs, and drive actions that make them win.

OUTCOMES

Buyer actions focused on true stakeholder (=customer) needs and company success. Early involvement in company decision making processes. Credibility as a true business partner.

COMPETENCIES

- *Module 1:* Identify and prioritize your key "customers".
- *Module 2:* Apply Value Stream Mapping to determine your customers' needs and translate them into business results you can deliver leveraging your supply chains.
- *Module 3:* Become an internal commercial consultant who advises and challenges proactively.
- *Module 4:* Create your individual action plan to tackle holistic business needs strategically.



HABIT #2

Stop being complacent! Feel comfortable to always compete! Acknowledge your competition and always try to catch up with your stakeholder's (= the customer's) next best alternative proactively. Act decisively and strategically in all you do.

OUTCOMES

Your action plan to always compete. Sourcing strategies that are focused on driving competitive advantage for your business and not just savings.

COMPETENCIES

- *Module 5:* Understand how your customers perceive you and how they compare you to competition.
- *Module 6:* Analyze your gaps and take action to stay competitivecustomer's perspective.
- *Module 7:* Build sourcing strategies using Porter/SWOT/TOWS to sustain your competitive advantage.

HABIT #4

Be aware of the many different stakeholders you need to cater for. Respond to them in the way they want to be responded to. Engage proactively and consistently. Communicate clearly and in the format they appreciate.

COMPETENCIES

- *Module 10:* Map your stakeholders and learn how to interact with them.
- *Module 11:* Understand you stakeholder's (= the customer's) buying process and your strategic involvement to manage it.
- *Module 12:* Link and leverage internal and external stakeholder relationships across company boundaries to respond to customer needs.

OUTCOMES

A communication plan on how to interact with all your stakeholders effectively.

HABIT #5

Know your goals and what you want to achieve as the buyer and in procurement. Be deliberate in your actions to succeed in the relationship with your stakeholders (=customers).

COMPETENCIES

- *Module 13:* Define your SMARTY goals.
- *Module 14:* Learn to communicate effectively and align your goals with confidence internally and externally.

OUTCOMES

The definition of success for procurement and for the individual buyers in buying customer-first.

HABIT #3

Feel accountable to improve status quo in all you do. Don't just react to feedback – challenge the here and now proactively. Own your agenda to improve and take your stakeholder (=customer) relationships to the next level.

COMPETENCIES

- *Module 8:* Understand and analyze the areas of improvement that matter to your business and customers.
- *Module 9:* Use the Relationship SWOT analysis to prioritize your actions and manage stakeholder (=customer) relationships strategically.

OUTCOMES

A concrete action plan that leverages strengths and opportunities to continuously improve the relationship with your customer. A plan that can be readily presented to your customers.



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