

SUPPLIER EXCELLENCE ACADEMY



WHY IT'S IMPORTANT NOW

Support small, strategic and disruptive business impact with the *Supplier Excellence Program*—a proven solution designed to help corporations level up the readiness of your suppliers so they can scale within your organization to deliver greater innovation, agility and best-in-class customer service—maximizing value for all partners.

PROGRAM BENEFITS

- **Stronger Business Growth:** Inclusive supply chains drive 3x more innovation and revenue growth (Deloitte, 2023).
- **Enhanced Brand Reputation:** Demonstrating commitment to economic inclusion builds stronger relationships while enhancing employee engagement.
- **Improved Supplier Readiness and Innovation:** Equipped suppliers perform better, strengthening partnerships and reducing risk.

PROGRAM DESIGN DRIVES INNOVATION, TRANSFORMATION & GROWTH



Transformative Workshops: After coaching more than 150 suppliers on their capabilities presentations, we uncovered key skill gaps hindering growth. In response, we created this turnkey program to tackle core challenges while strengthening confidence and critical business skills. Topics include *Thriving Through Change*, *The Innovation Mindset: Boost Confidence to Take Smart Risks*, *Business Storytelling for Impact*, and *Powerful Pitches and Presentations*.



Expert Insights: We couple workshops with curated, moderated fireside chats and panels featuring procurement leaders, business stakeholders, and corporate strategic sourcing champions, so they can share insider strategies for supplier success.



Curated Networking: Roundtables and meet-and-greet sessions connect diverse suppliers with your company's decision-makers to foster new opportunities.

SAVE TIME, MONEY AND RESOURCES



Turnkey Implementation

Wet Cement provides the project plans, communications, facilitation, and content, so your team can focus on identifying, inviting and coordinating with the right suppliers, internal category managers and procurement partners.



Cost Efficiency

For less than the price of your team attending one conference, you can host your own in-house version, by bringing potential and current suppliers to you. Reduce travel and sponsorship expenses while engaging more of your organization.



Drive Impact & Engagement

Strengthen supplier relationships, achieve supply chain agility goals, and measure results with post-event surveys. Position your brand as a true advocate for supplier optimization and business equity.

THE VALUE FOR SUPPLIERS

1. **Gain Business Development + Leadership Skills:** Learn to pitch powerfully, partner expectations and best practices.
2. **Forge Corporate Connections:** Build meaningful relationships with procurement and business leaders.
3. **Increase Visibility:** Showcase their business as a partner committed to growth and collaboration.

FOCUS ON A TARGET SUPPLIER SEGMENT

Tailor to grow key suppliers, such as Veteran-Owned businesses. We've built a successful partnership with the Veterans In Business Network (VIB Network). This gives our nation's heroes a seat at the table, while demonstrating your commitment to veteran community outreach.

Ready to learn more? Schedule an exploratory discussion using [this link](#)

Contact Wet Cement Founder and CEO Jennifer Willey at jennifer@wet-cement.com