

Mastering B2B Marketing in Energy and Oil & Gas sector

Duration: 5 Days

Language: en

Course Code: IND01-128

Objective

Upon completion of this course, participants will be able to:

- Develop more knowledge of specific marketing tactics.
- Understand how the oil and gas industry performs globally.
- Create an accurate picture of the business-to-business negotiations within the industry.
- Design an effective marketing strategy that stands out from the crowd.
- Utilise the PESTEL analysis technique to predict future oil and gas trends.
- Develop your negotiation techniques to secure the best B2B accounts and contracts.
- Understand the potential factors affecting the oil and gas campaigns globally.
- Demonstrate knowledge and understanding of the intricacies of petroleum industry contracts.

Audience

This training is designed for anyone responsible for securing B2B contracts or creating unique marketing strategies within the oil and gas industry. It would be most beneficial for:

- Marketing Managers
- Chief Marketing Officers
- Business Owners
- Accountants
- Sales Managers
- IT Consultants
- Auditors
- Contract Managers
- Bid Writers
- Directors
- Procurement Managers

Training Methodology

This course uses a variety of adult learning techniques to aid full understanding and comprehension. Participants will review videos and interactive presentations to understand what B2B contacts look for before signing a contract.

They will work in groups to develop a brand image which is unique, shows off a unique selling point and draws the attention of the audience. The participants will also be provided with a variety of digital and social media platforms and work to identify the benefits of each when exploring B2B advertising, while reviewing real-world examples of marketing success in the industry. Each group will then work together in role-playing activities to improve their negotiation skills and ensure a positive outcome in contractual discussions.

Summary

The oil and gas industry is an incredibly competitive global market, and it’s tough to stay ahead of the game. Because of the saturated market, it’s important to find a unique and innovative marketing strategy and develop a positive brand image to attract other businesses. Business-to-business sales are especially important to a petroleum company, as these types of

partnerships can lead to mutually beneficial relationships, bring in the most money, and also present a positive reputation to other clients and consumers.
To stay ahead of the competition and gain the best deals you will be required to negotiate your position, show the benefits of using your organisation over others and understand the whole oil and gas arena to enable you to answer any tricky questions or concerns.
It's also essential to create a pre-planned action framework to display your marketing and distribution efforts and commercial foundations. This will present a strong, forward-thinking picture of your organisation and forecast future trends.

Course Content & Outline

Section 1: Introduction to Gas & Oil B2B Sales

- Oil and gas product purchasing procedures.
- Sensible pricing and knowing your target audience.
- Hedging using data insights.
- Forecasting the future.

Section 2: Developing Effective Marketing Strategies

- Marketing logistics and trading legislation.
- Understanding the oil and gas market.
- Regulations and commercial frameworks.

Section 3: Understanding Your Consumer & Effective Negotiation

- What does your consumer want from a deal?
- Securing effective B2B contracts.
- Mutually beneficial relationships and developing a good rapport.
- Effective negotiation skills.
- Common tools and techniques for negotiation.
- Written communication vs. face-to-face.

Section 4: Digital Marketing in the Petroleum Sector

- Digital marketing definitions.
- Traditional and digital marketing techniques.
- Programmatic advertising methods.
- Social media and developing your brand voice.
- Understanding your benefits to the partner.
- What can your partner offer you?
- Maximise your reach using social media platforms.

Section 5: Your Brand Voice

- Creating your USP.

- Branding means a lot to your consumer.
- What does your brand say about you?
- Incorporating brand values.
- Brand communication.
- Oil and gas knowledge and expertise and how you can portray this.

Section 6: Customer Complaints & Setting Expectations

- Your supply chain.
- Handling complaints publicly.
- Developing solid processes and procedures.
- Increasing your views and interactions publicly.
- Writing a contract with solid expectations.
- How to avoid bad press in the oil and gas industry.
- Your digital footprint and its impact.

Section 7: Price Changes & Political Movement

- Setting a supplier profile.
- Adding value to your contracts.
- Preparing quotations.
- Price changes and developments.
- Helping your partners to understand price increases.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Media and Marketing, Energy and Oil & Gas, Sales & Marketing

Tags

petroleum, Oil & Gas, customer, marketing, B2B, business, sales, digital marketing

Related Articles



Mastering B2B Marketing: Essential Strategies For Business Success

Discover the fundamentals of B2B marketing and unlock success in business-to-business relationships. Learn the key differences between B2B and B2C marketing, explore effective strategies such as content marketing and account-based marketing, and harness the power of data-driven insights. Master the art of building strong relationships and positioning your brand as

YouTube Video

https://www.youtube.com/embed/ECkr2N0IBKM?si=EYkDpyATMMRpi67i