



Advanced B2B Sales & Marketing For The Petroleum Industry

Duration: 4 Days

Language: en

Course Code: IND01 - 144

Objective

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

- Develop and implement effective B2B marketing strategies tailored to the petroleum sector.
- Understand the key factors affecting oil prices and market dynamics.
- Use digital marketing tools and techniques to reach and engage business clients.
- Apply PESTEL analysis to predict market trends.
- Enhance customer relationships and manage stakeholder interactions effectively.

Audience

This course is ideal for:

- Sales and marketing professionals in the petroleum industry
- Account managers and representatives

- Procurement managers
- Business development executives
- Anyone involved in B2B sales and marketing in the oil and gas sector

Training Methodology

The course uses a blend of interactive lectures, case studies, hands-on exercises, and group discussions. Participants will work on real-world scenarios to apply concepts and strategies, ensuring a practical understanding of the course material.

Summary

This intensive course will provide participants with advanced knowledge and practical skills in B2B sales and marketing, specifically in the petroleum sector. It focuses on modern marketing strategies, digital marketing integration, customer relationship management, and understanding market dynamics to enhance sales effectiveness.

Course Content & Outline

Section 1: Introduction to Petroleum Sector Marketing

- Overview of the petroleum market and industry dynamics
- Key marketing principles for the petroleum sector
- Case studies of successful marketing campaigns

Section 2: Developing Effective Marketing Strategies

- Creating and implementing marketing strategies
- Identifying target markets and customer segments
- Designing sustainable marketing campaigns

Section 3: Digital Marketing in the Petroleum Sector

- Integrating digital and traditional marketing approaches
- Using social media platforms to maximise reach
- Email marketing techniques and measuring digital impact

Section 4: Customer Relationship Management

- Building and maintaining strong customer relationships
- Handling complaints and feedback on social media
- Enhancing customer satisfaction and loyalty

Section 5: Market Analysis and Pricing Strategies

- Understanding oil pricing mechanisms
- Using PESTEL analysis to forecast market trends
- Managing price changes and associated risks

Section 6: Sales Techniques and Negotiation Skills

- Effective sales techniques for B2B transactions
- Negotiation strategies for better deals
- Value proposition and spot-selling of oil and gas

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 Accreditation 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

Energy and Oil & Gas, Sales & Marketing

Tags

B2B , marketing , Sales , Oil Gas , International Oil Gas

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