

# Strategies for Building Accounts in the Gas, Oil and Power Sectors

"Effective Approaches for Expanding Industry Accounts"

## Introduction

The goal of this intensely practical and dynamic training programme, Course N Carry Developing Strategic Sales & Account Partnership with Oil & Gas and Power Sectors, is to transform participants from "Vendor" to "Trusted Partner" by teaching them how to manage important accounts strategically and build partnerships. Due to current environmental and other trends, the oil, gas, and power industry is changing quickly. Buyers are becoming more sophisticated, and technology is being used more than ever. These developments are opening new buying channels and fantastic opportunities for the modern key account manager who wants to maximise revenues and profits. The sector is evolving, from exploration to refining to retailing, and businesses must adjust to remain ahead of the shifting competitive environment. Technology advancements, evolving markets, and mounting cost pressure are altering how businesses make purchases.

This will provide the participants with a useful tool, information, and skills to build a more strategic approach to sales targeting big government organisations and IOCs working in the Oil & Gas and Power industry—an area that is very competitive. This training programme will examine best practices and assist in identifying areas in which their knowledge and abilities need to be improved. In order to manage the most valuable existing accounts successfully and boost customer happiness and loyalty, it will develop critical core account management skills, consultative selling abilities, the power of persuasion, and advanced relationship-building capabilities.

### **This training session on Course N Carry will emphasise:**

- Creating and implementing a successful key account strategy
- Preventing competitors in order to protect the account.
- Maintaining a sense of genuine strategic value via consultative marketing and building a reputation as a trusted adviser
- Recognizing your main clients' personnel, purchasing practices, and business strategies
- Making use of all organizational resources necessary to support the primary account.
- Advanced Capabilities in Relationship Building
- Masterclass: Value Creation and Capture in the Oil, Gas, and Power Domains using Strategic Selling

## Objectives

This training programme will concentrate on the Oil, Gas, and Power industries, using the most recent ideas in relationship development, persuasion science, the reasons behind people's "yes" responses, and account profiling for optimal profit.

### **Following this training session, the attendees will be able to:**

- Execute the whole key account management process to sell strategically, setting aside time and resources for the best results.
- Place a focus on allocating time, resources, and attention to the advancement of important accounts.
- Show proficiency and assurance in handling important accounts.
- Create enduring connections and improve your communication with important clients.
- Create enduring, mutually beneficial connections.
- Recognise how to build strong value propositions and effectively communicate them.

## **Training Methodology**

Short, targeted presentations are utilised to convey the concepts and topics, and then there are experiential learning sessions. During these courses, case studies and real-world examples are used to apply the information learned. Through group and individual work, participant discussion, facilitator engagement, and constructive feedback, participants may quickly pick up the approaches and strategies.

In-depth instruction on the topics covered will be provided to training participants, along with a range of tried-and-true adult learning teaching and facilitation strategies. The participants are allowed to utilise the built-in analytical tools to support their strategy planning.

## **Organizational impacts**

**A company may get several benefits by sending its members on this training course, some of which are as follows:**

- Enhanced standing as a key partner
- Improved key account managers
- Enhanced predictability and result certainty
- The capacity to foresee and thwart rivals' attempts.
- A methodical, calculated approach to marketing that covers the whole value chain.
- Enhanced long-term connections and a greater knowledge of consumers throughout the whole company.

## **Personal Impact**

## **There are several advantages for the individual taking this course, including:**

- Create a strategy plan for selling and managing accounts.
- Recognise the duties and responsibilities of the important account management position.
- Create a strategy for your main accounts.
- Understand the phases of a major account relationship.
- Determine your main accounts' potential and nurture it.
- Create and nurture enduring, fruitful business partnerships by using the most recent insights on human relations.
- Recognise how to use persuasive science sophisticated interpersonal abilities

## **Who should attend?**

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### **Selling**

# Course Outline

## Day 1

### Overview of Strategic Key Account Management

- An explanation of the functions and duties of key account managers in the power and oil industries
- Competency Standards in the Energy Sector for Key Account Managers
- Comparing Key Account Management with Selling
- Organisational transformation is necessary for key account management since it goes beyond simple sales tactics.
- In the context of oil, gas, and power, what is a key account?
- Penetrating, Growing, and Safeguarding Crucial Accounts
- collaborating with operations, logistics, marketing, channel management, etc.

## Day 2

### Recognising the Client

- Knowing the Motivation and Behaviour of Buyers in the Oil and Gas Industry and How to Impact It?
- Evaluating the organisational culture of a customer and if it aligns with yours
- Recognising and aligning with the primary business objectives of your clients
- Using a SWOT Analysis for a Client
- Creating a Matrix of Competitors
- Who's Who: Establishing Networking and Purchasing Roles in Oil & Gas and Power Accounts.
- Recognising buyer personas and using them to efficient targeting
- Building Relationships with Power and Oil & Gas Clients
- Behaviour Economics and the process by which consumers say "yes".

## Day 3

### How to Write a Strong Value Proposition

- Recognising the true meaning of energy supply quality and value
- How to Use the Customer Business Experience
- Truthful Moments in the Gas, Oil, and Power Sector
- Expert Selling Techniques
- Capability statements, high-gain inquiries, and a consultative selling procedure

How Can the Science of Persuasion Be Used?

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Developing Strong Value Propositions.

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## Day 4

### Formulating a Key Account Strategy

- Creating a Cutting-Edge Account Development Plan for the Power and Oil Industry
- In the energy sector, collaborative business-to-business relationships may be developed via joint innovation and value building.
- Building Reliance with Customers
- Establish and Handle a Contact Matrix
- Obtaining High-Level Support and Buy-in
- Classifying accounts analytically using factors like industry forces, lifecycle stage, and economic drivers
- Long-Term Goals in the Oil and Gas and Power Sector: Raising Quality, Revenues, and Cutting Costs.

## Day 5

### Development and Consolidation

- Skills in Negotiation
- **Utilising the Methods and Instruments on an Actual Account**
- Placement in the Market
- Drivers of Strategy
- Consumer Business Experiences and Veritable Moments
- Strategies for Pricing
- Establishing Account Profiles
- Building a Persona for a Customer
- Developing a strong value proposition for every persona
- Statements of capability and lift pitches