



External Training Course

Transforming Customer Relationships into Long-Term Partnerships in Oil & Gas

From 27 Oct. To 31 Oct. 2025

From 10 Nov. To 14 Nov. 2025

From 01 Dec. To 05 Dec. 2025

**Mercure Paris Notre Dame Saint Germain
des Prés Hotel, Paris, France**

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Course Overview

This specialized training program is designed for professionals in the oil & gas industry, focusing on building and sustaining strong relationships with clients, contractors, suppliers, and key stakeholders. The course addresses the unique challenges of managing complex projects, multinational clients, and high-value accounts while emphasizing trust, loyalty, and long-term partnerships. Participants will gain practical skills to manage stakeholder expectations, enhance service delivery, and leverage CRM tools tailored for the oil & gas sector.

Course Objectives

By the end of this course, participants will be able to:

- Understand the strategic role of client and stakeholder relationship management in oil & gas projects.
- Build trust and credibility with clients, contractors, and suppliers.
- Apply advanced communication and negotiation strategies in industrial contexts.
- Manage high-value contracts and complex projects through strategic engagement.
- Implement CRM tools for monitoring, reporting, and enhancing customer satisfaction.
- Turn operational challenges and complaints into opportunities for long-term partnerships.
- Develop loyalty and advocacy programs for key industrial clients.

Training Methodology

Interactive Lectures: Core concepts applied to industrial projects.

Case Studies: Real examples from upstream, midstream, and downstream operations.

Role-Plays & Simulations: Handling high-stakes client meetings and disputes.

Workshops: Hands-on CRM and analytics exercises tailored for oil & gas.

Group Discussions: Sharing experiences managing industrial clients and contractors.

Action Planning: Customized strategies for participants' projects and client accounts.

Organisational Impact

Strengthened relationships with high-value clients, contractors, and suppliers.

Improved project delivery, client satisfaction, and retention.

Reduced disputes and enhanced contract performance.

Increased competitiveness through trusted long-term partnerships.

Personal Impact

Advanced skills in client engagement, negotiation, and stakeholder management.

Confidence in managing complex projects and high-value accounts.

Mastery of CRM tools and digital solutions in the oil & gas context.

Career advancement opportunities in client management and project leadership.

Course Outline

Day 1: Foundations of Long-Term Client Partnerships in Oil & Gas

- From transactional service to industrial partnerships.
- Stakeholder analysis and mapping in oil & gas projects.
- Psychological drivers of loyalty and trust in industrial clients.
- Case studies: successful client partnerships in upstream, midstream, and downstream operations.
- Customer lifetime value and project profitability in oil & gas.

Day 2: Strategic Communication & Engagement

- High-impact communication with multinational clients and contractors.
- Cultural intelligence and negotiation in global oil & gas projects.
- Active listening and empathy in high-stakes industrial contracts.
- Client journey mapping for project lifecycle management.
- Managing communication across multiple stakeholders (operators, EPCs, subcontractors).

Day 3: CRM Tools & Digital Solutions for Oil & Gas

- Overview of CRM systems adapted for industrial clients.
- Data analytics for project tracking, client feedback, and performance monitoring.
- Predictive insights for contract renewals, procurement, and service delivery.
- AI and automation for monitoring operational KPIs and client satisfaction.
- Cybersecurity and compliance considerations for client data.

Day 4: Key Account & Contract Management

- Identifying and managing strategic clients in oil & gas projects.
- Stakeholder influence strategies and governance frameworks.
- Co-creating value with clients and contractors.
- Managing change requests, project scope adjustments, and disputes.
- Retention strategies for long-term industrial clients.
- Performance dashboards and KPI-driven relationship monitoring.

Day 5: Sustaining Long-Term Industrial Partnerships

- Designing loyalty programs for key accounts and service providers.
- Proactive issue resolution and crisis management.
- Transforming operational challenges into client trust-building opportunities.
- Benchmarking best practices from leading oil & gas companies.
- Future trends in client engagement, digitalization, and AI-driven CRM.
- Action planning: applying lessons to participants' projects and contracts.



Course Agenda:

(1st Day) Agenda

8.30	9.00	Opening Remarks (30 Min.).
9.00	11.30	<u>Discuss Course Major points:</u> • Foundations of Long-Term Client Partnerships in Oil & Gas. • Strategic Communication & Engagement. • : CRM Tools & Digital Solutions for Oil & Gas. • Key Account & Contract Management. • Sustaining Long-Term Industrial Partnerships.
11.30	12.00	Coffee Break
12.00	14.00	<u>Foundations of Long-Term Client Partnerships in Oil & Gas:</u> • From transactional service to industrial partnerships. • Stakeholder analysis and mapping in oil & gas projects. • Psychological drivers of loyalty and trust in industrial clients. • Case studies: successful client partnerships in upstream, midstream, and downstream operations. • Customer lifetime value and project profitability in oil & gas.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(2nd Day) Agenda

9.00	11.30	<u>Strategic Communication & Engagement:</u> • High-impact communication with multinational clients and contractors. • Cultural intelligence and negotiation in global oil & gas projects. • Active listening and empathy in high-stakes industrial contracts.
11.30	12.00	Coffee Break
12.00	14.00	<u>Strategic Communication & Engagement:</u> • Client journey mapping for project lifecycle management. • Managing communication across multiple stakeholders (operators, EPCs, subcontractors).
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(3rd Day) Agenda

9.00	11.30	<u>CRM Tools & Digital Solutions for Oil & Gas:</u> • Overview of CRM systems adapted for industrial clients. • Data analytics for project tracking, client feedback, and performance monitoring. • Predictive insights for contract renewals, procurement, and service delivery.
11.30	12.00	Coffee Break
12.00	14.00	<u>CRM Tools & Digital Solutions for Oil & Gas:</u> • AI and automation for monitoring operational KPIs and client satisfaction. • Cybersecurity and compliance considerations for client data.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(4th Day) Agenda

9.00	11.30	<u>Key Account & Contract Management:</u> • Identifying and managing strategic clients in oil & gas projects. • Stakeholder influence strategies and governance frameworks. • Co-creating value with clients and contractors.
11.30	12.00	Coffee Break
12.00	14.00	<u>Key Account & Contract Management:</u> • Managing change requests, project scope adjustments, and disputes. • Retention strategies for long-term industrial clients. • Performance dashboards and KPI-driven relationship monitoring.
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(5th Day) Agenda

9.00	11.30	<u>Sustaining Long-Term Industrial Partnerships:</u> • Designing loyalty programs for key accounts and service providers. • Proactive issue resolution and crisis management. • Transforming operational challenges into client trust-building opportunities.
11.30	12.00	Coffee Break
12.00	14.00	<u>Sustaining Long-Term Industrial Partnerships:</u> • Benchmarking best practices from leading oil & gas companies. • Future trends in client engagement, digitalization, and AI-driven CRM. • Action planning: applying lessons to participants' projects and contracts.
14.00	14.30	Questions, Discussion & Conclusion Training Course.
14.30		Buffet Lunch