



## **External Training Course**

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

**From 29 Sep. To 03 Oct. 2025**

**From 20 Oct. To 24 Oct. 2025**

**From 17 Nov. To 21 Nov. 2025**

**From 15 Dec. To 19 Dec. 2025**

**Corpo Santo Lisbon Historical Hotel,  
Lisbon, Portugal**

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

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**Fees: 1950 KD**

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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:

### (1<sup>st</sup> Day) Agenda

8.30	9.00	Opening Remarks (30 Min.).
9.00	11.30	<u>Discuss Course Major points:</u> <ul style="list-style-type: none"> <li>• Foundations of Long-Term Client Partnerships in Oil &amp; Gas.</li> <li>• Strategic Communication &amp; Engagement.</li> <li>• : CRM Tools &amp; Digital Solutions for Oil &amp; Gas.</li> <li>• Key Account &amp; Contract Management.</li> <li>• Sustaining Long-Term Industrial Partnerships.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Foundations of Long-Term Client Partnerships in Oil &amp; Gas:</u> <ul style="list-style-type: none"> <li>• From transactional service to industrial partnerships.</li> <li>• Stakeholder analysis and mapping in oil &amp; gas projects.</li> <li>• Psychological drivers of loyalty and trust in industrial clients.</li> <li>• Case studies: successful client partnerships in upstream, midstream, and downstream operations.</li> <li>• Customer lifetime value and project profitability in oil &amp; gas.</li> </ul>
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

### (2<sup>nd</sup> Day) Agenda

9.00	11.30	<u>Strategic Communication &amp; Engagement:</u> <ul style="list-style-type: none"> <li>• High-impact communication with multinational clients and contractors.</li> <li>• Cultural intelligence and negotiation in global oil &amp; gas projects.</li> <li>• Active listening and empathy in high-stakes industrial contracts.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Strategic Communication &amp; Engagement:</u> <ul style="list-style-type: none"> <li>• Client journey mapping for project lifecycle management.</li> <li>• Managing communication across multiple stakeholders (operators, EPCs, subcontractors).</li> </ul>
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

## (3<sup>rd</sup> Day) Agenda

9.00	11.30	<u>CRM Tools &amp; Digital Solutions for Oil &amp; Gas:</u> <ul style="list-style-type: none"> <li>• Overview of CRM systems adapted for industrial clients.</li> <li>• Data analytics for project tracking, client feedback, and performance monitoring.</li> <li>• Predictive insights for contract renewals, procurement, and service delivery.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>CRM Tools &amp; Digital Solutions for Oil &amp; Gas:</u> <ul style="list-style-type: none"> <li>• AI and automation for monitoring operational KPIs and client satisfaction.</li> <li>• Cybersecurity and compliance considerations for client data.</li> </ul>
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

## (4<sup>th</sup> Day) Agenda

9.00	11.30	<u>Key Account &amp; Contract Management:</u> <ul style="list-style-type: none"> <li>• Identifying and managing strategic clients in oil &amp; gas projects.</li> <li>• Stakeholder influence strategies and governance frameworks.</li> <li>• Co-creating value with clients and contractors.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Key Account &amp; Contract Management:</u> <ul style="list-style-type: none"> <li>• Managing change requests, project scope adjustments, and disputes.</li> <li>• Retention strategies for long-term industrial clients.</li> <li>• Performance dashboards and KPI-driven relationship monitoring.</li> </ul>
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

## (5<sup>th</sup> Day) Agenda

9.00	11.30	<u>Sustaining Long-Term Industrial Partnerships:</u> <ul style="list-style-type: none"> <li>• Designing loyalty programs for key accounts and service providers.</li> <li>• Proactive issue resolution and crisis management.</li> <li>• Transforming operational challenges into client trust-building opportunities.</li> </ul>
11.30	12.00	Coffee Break
12.00	14.00	<u>Sustaining Long-Term Industrial Partnerships:</u> <ul style="list-style-type: none"> <li>• Benchmarking best practices from leading oil &amp; gas companies.</li> <li>• Future trends in client engagement, digitalization, and AI-driven CRM.</li> <li>• Action planning: applying lessons to participants' projects and contracts.</li> </ul>
14.00	14.30	Questions, Discussion & Conclusion Training Course.
14.30		Buffet Lunch