



External Training Course

Commercial Management in the Petroleum Sector

From 13 Oct. To 17 Oct. 2025
From 10 Nov. To 14 Nov. 2025
From 15 Dec. To 19 Dec. 2025

The H Dubai Hotel, Dubai, UAE

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External Training Course:

**Commercial Management in the
Petroleum Sector**

From 13 Oct. To 17 Oct. 2025

Fees: 1300 KD

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From 15 Dec. To 19 Dec. 2025

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**A special group discount is available for 2 participants or
more at a rate of 990 KWD per participant.**

Course Overview

This comprehensive course provides participants with a solid foundation in commercial management within the petroleum sector. It covers the full range of business, marketing, and operational functions that drive profitability and sustainable growth. Participants will explore the structure of petroleum markets, sales processes, customer relations, contract management, and pricing mechanisms, while gaining practical skills to manage commercial operations effectively in a competitive energy environment.

Course Objectives

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

- Understand the structure and dynamics of petroleum markets.
- Identify key commercial functions in petroleum companies.
- Develop and implement effective marketing and sales strategies.
- Manage contracts, tenders, and negotiations efficiently.
- Apply pricing strategies that align with global oil market trends.
- Strengthen customer relationship and communication skills.
- Support strategic decision-making through commercial data analysis.
- Enhance overall business performance and profitability.

Target Audience

This course is designed for:

- Commercial and sales professionals in the petroleum industry.
- Marketing officers, analysts, and coordinators.
- Business development and planning executives.
- Procurement and contract officers.
- New or aspiring commercial managers.
- Anyone involved in petroleum trade, sales, or marketing activities.

Training Methodology

The course uses a mix of interactive methods including:

- Presentations and instructor-led discussions.
- Real-world case studies and group exercises.
- Practical examples from international petroleum companies.
- Short workshops focused on negotiation and communication.
- End-of-day reflections and summary sessions.

Organizational Impact

Upon completion, organizations will benefit from:

- Improved alignment between commercial operations and business goals.
- More effective negotiation and contract management practices.
- Stronger customer engagement and retention strategies.
- Better risk management and market analysis capabilities.
- Enhanced commercial team performance and profitability.

Personal Impact

Participants will gain:

- A clear understanding of petroleum commercial systems.
- Enhanced analytical and decision-making skills.
- Confidence in handling contracts and business deals.
- Improved communication and negotiation techniques.
- Career development and readiness for commercial leadership roles.

Course Content & Outline

Day 1 – Understanding the Petroleum Business Environment

- Overview of the global petroleum industry
- Value chain: exploration, production, refining, marketing, and retail
- Commercial structures and business models in oil companies
- Key stakeholders and market dynamics
- Case study: petroleum market evolution and current trends

Day 2 – Marketing and Sales in the Petroleum Sector

- Fundamentals of petroleum marketing
- Product portfolios: fuels, lubricants, and petrochemicals
- Customer segmentation and market analysis
- Sales channels and distribution networks
- Brand management and promotional strategies
- Practical workshop: designing a simple marketing plan

Day 3 – Pricing, Contracts, and Negotiations

- Pricing mechanisms and oil price benchmarks
- Factors influencing petroleum product pricing
- Contract types: spot, term, and supply agreements
- Key elements of commercial contracts
- Negotiation skills and tactics for petroleum business
- Case study: managing price volatility in sales contracts

Day 4 – Financial and Operational Aspects of Commercial Management

- Revenue streams and cost structures in petroleum operations
- Budgeting and performance tracking
- Supply chain and logistics considerations
- Risk and compliance in commercial operations
- Evaluating business performance and profitability
- Practical exercise: analyzing a petroleum sales report

Day 5 – Strategic Commercial Planning and Future Trends

- Developing a commercial strategy for growth
- Managing change and innovation in petroleum commerce
- Emerging trends: sustainability, digitalization, and energy transition
- Leadership and teamwork in commercial management
- Group presentation: building a commercial improvement plan
- Course review and key takeaways



Course Agenda:

(1st Day) Agenda

8.30	9.00	Opening Remarks (30 Min.).
9.00	11.30	<u>Discuss Course Major Points:</u> • Understanding the Petroleum Business Environment. • Marketing and Sales in the Petroleum Sector. • Pricing, Contracts, and Negotiations. • Financial and Operational Aspects of Commercial Management. • Strategic Commercial Planning and Future Trends.
11.30	12.00	Coffee Break
12.00	14.00	<u>Understanding the Petroleum Business Environment:</u> • Overview of the global petroleum industry • Value chain: exploration, production, refining, marketing, and retail • Commercial structures and business models in oil companies • Key stakeholders and market dynamics • Case study: petroleum market evolution and current trends
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(2nd Day) Agenda

9.00	11.30	<u>Marketing and Sales in the Petroleum Sector:</u> • Fundamentals of petroleum marketing • Product portfolios: fuels, lubricants, and petrochemicals • Customer segmentation and market analysis
11.30	12.00	Coffee Break
12.00	14.00	<u>Marketing and Sales in the Petroleum Sector:</u> • Sales channels and distribution networks • Brand management and promotional strategies • Practical workshop: designing a simple marketing plan
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(3rd Day) Agenda

9.00	11.30	<u>Pricing, Contracts, and Negotiations:</u> • Pricing mechanisms and oil price benchmarks • Factors influencing petroleum product pricing • Contract types: spot, term, and supply agreements
11.30	12.00	Coffee Break
12.00	14.00	<u>Pricing, Contracts, and Negotiations:</u> • Key elements of commercial contracts • Negotiation skills and tactics for petroleum business • Case study: managing price volatility in sales contracts
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(4th Day) Agenda

9.00	11.30	<u>Financial and Operational Aspects of Commercial Management:</u> • Revenue streams and cost structures in petroleum operations • Budgeting and performance tracking • Supply chain and logistics considerations
11.30	12.00	Coffee Break
12.00	14.00	<u>Financial and Operational Aspects of Commercial Management:</u> • Risk and compliance in commercial operations • Evaluating business performance and profitability • Practical exercise: analyzing a petroleum sales report
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(5th Day) Agenda

9.00	11.30	<u>Strategic Commercial Planning and Future Trends:</u> • Developing a commercial strategy for growth • Managing change and innovation in petroleum commerce • Emerging trends: sustainability, digitalization, and energy transition
11.30	12.00	Coffee Break
12.00	14.00	<u>Strategic Commercial Planning and Future Trends:</u> • Leadership and teamwork in commercial management • Group presentation: building a commercial improvement plan • Course review and key takeaways
14.00	14.30	Questions, Discussion & Conclusion Training Course.
14.30		Buffet Lunch