MERCURY

# Strategic Shipping, Marketing & Sales Management in the Steel Industry

18 – 22 January 2027
Kigali (Rwanda)



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# Strategic Shipping, Marketing & Sales Management in the Steel Industry

**Ref:** 16108_1068598 **Date:** 18 – 22 January 2027 **Location:** Kigali (Rwanda) **Fees:** 5300 Euro

## Introduction:

The Strategic Shipping, Marketing & Sales Management in the Steel Industry course offers an advanced, integrated approach to managing logistics, export marketing, and sales in the global steel sector. Participants gain insight into optimizing the steel supply chain and shipping operations to enhance profitability and efficiency. It emphasizes strategies for international steel trade, including maritime logistics, port operations, and industrial marketing tailored to steel producers and distributors.

Participants in this Strategic Shipping, Marketing & Sales Management in the Steel Industry training course will explore advanced strategic sales techniques in the steel sector, with a focus on customer acquisition and retention in competitive markets. Attendees will learn to coordinate commercial operations across regions and align marketing and logistics to maximize outcomes.

The Strategic Shipping, Marketing & Sales Management in the Steel Industry program also addresses risk management, regulatory compliance, and global contract negotiations. Real-world examples and case studies illustrate best practices in steel distribution and sales management. Participants will implement an effective steel marketing strategy and drive business growth across the industry.

## Targeted Groups:

This Strategic Shipping, Marketing & Sales Management in the Steel Industry training targets professionals seeking knowledge and skills:

- Steel industry commercial managers handling exports and B2B transactions.
- Port and terminal supervisors managing bulk steel operations.
- Logistics and supply chain coordinators in heavy industries.
- Sales executives managing international steel clients.
- Maritime trade analysts focus on industrial shipping.
- Strategic planners in integrated steel operations.
- Export documentation and contract specialists.
- Steel distribution and warehousing managers.
- Regional sales directors in global manufacturing companies.
- Business development professionals in the steel industry markets.

## Course Objectives:

Participants will achieve the following objectives by completing the Strategic Shipping, Marketing & Sales Management in the Steel Industry course:

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- Understand global shipping networks and steel industry supply chain dynamics.
- Analyze port operations, shipping logistics, and distribution processes.
- Design export sales strategies and marketing approaches for steel products.
- Evaluate B2B industrial marketing strategies in steel industry contexts.
- Apply contract-negotiation techniques to international steel transactions.
- Manage global customer relationships through CRM and strategic account planning.
- Align marketing and sales activities with shipping and logistics goals.
- Assess operational performance indicators in steel distribution and sales.
- Identify regulatory, compliance, and risk management considerations in steel exports.
- Develop strategic plans to optimize steel export marketing and commercial operations.
- Integrate steel logistics management with sales and marketing frameworks.
- Forecast demand, plan shipping volumes, and manage global supply chain efficiency.
- Monitor market trends and apply advanced techniques in steel sales strategy.
- Build international distributor networks and manage long sales cycles effectively.

## Targeted Competencies:

Participants will gain the following competencies during the Strategic Shipping, Marketing & Sales Management in the Steel Industry program:

- Strategic shipping and logistics planning for steel distribution.
- Analysis of the steel supply chain and port integration.
- Export sales negotiation and international deal structuring.
- CRM implementation for B2B steel clients.
- Contractual and compliance management in cross-border transactions.
- Market segmentation, industrial marketing, and sales strategy development.
- Coordination of shipping, warehousing, and distribution processes.
- Operational optimization in maritime steel logistics.
- Risk mitigation and regulatory compliance in international steel trade.
- Data-driven performance monitoring in steel sales and logistics.

## Studying Scenarios:

In this Strategic Shipping, Marketing & Sales Management in the Steel Industry training, participants develop skills through the following scenarios:

- Simulating port selection and shipment routing for global steel clients.
- Planning and managing international steel export contracts.
- Implementing steel logistics management with real-time tracking systems.
- Developing B2B marketing campaigns for industrial steel products.
- Negotiating pricing and terms with global steel buyers.
- Coordinating distribution and warehousing for steel shipments.
- Applying CRM and account management strategies for international clients.

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## Course Content:

### Unit 1: Global Shipping, Trade Routes & Maritime Logistics

- Overview of the global steel supply chain and shipping networks.
- Key trade routes for steel and bulk industrial materials.
- Types of vessels for steel transport and associated costs.
- Freight forwarding, container handling, and cargo consolidation.
- Port selection and assessment for steel export operations.
- Scheduling, routing, and optimization in international shipping.
- Regulatory considerations and compliance in steel maritime logistics.
- Shipping documentation, Incoterms, and customs procedures.
- Risk management strategies in steel transportation.
- Trends in global maritime logistics affecting the steel industry.

### Unit 2: Port Operations and Logistics Integration in the Steel Sector

- Core functions of bulk steel port operations.
- Role of intermodal logistics in steel distribution efficiency.
- Integration of inland terminals and port operations.
- Warehousing solutions for steel and related products.
- Inventory flow and stock management in port environments.
- Coordination between port authorities, shippers, and logistics teams.
- Digital tracking and monitoring in steel logistics operations.
- Environmental and safety compliance in steel handling.
- Performance measurement and optimization of port-logistics interfaces.
- Case studies on integrated port-logistics strategies in the steel industry.

### Unit 3: Export Sales Strategy and International Marketing for Steel

- Evaluating global steel demand and export readiness.
- Identifying key international buyers and market opportunities.
- Developing go-to-market and export sales strategies.
- B2B marketing communication for industrial steel products.
- Leveraging digital platforms for steel marketing and sales.
- Pricing strategies, margin optimization, and cost analysis.
- Managing long sales cycles and complex industrial purchasing decisions.
- Building distributor and agent networks in global steel markets.
- Customizing marketing messages to industrial buyer personas.
- Monitoring market trends and applying advanced techniques in steel sales strategy.

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## Unit 4: Contract Negotiation and Global Customer Management

- Key elements of negotiating international steel contracts.
- Legal and financial considerations in cross-border steel transactions.
- Defining delivery terms, payment schedules, and performance clauses.
- Dispute mitigation strategies and arbitration processes.
- Building and maintaining long-term B2B client relationships.
- Applying cultural intelligence in global negotiations.
- Strategic account management practices for steel clients.
- Reporting and communication structures for international accounts.
- CRM systems tailored for industrial and steel sales.
- Evaluating contract performance and risk in global steel operations.

## Unit 5: Strategic Supply Chain Alignment and Sales Performance

- Aligning sales targets with logistics and shipping capacity.
- Forecasting steel demand and planning shipping volumes.
- Coordination between production, logistics, and sales functions.
- Data-driven decision-making in supply chain and sales.
- Establishing KPIs for sales, shipping, and customer satisfaction.
- Cross-functional collaboration in the steel industry commercial management.
- Managing supply chain disruptions and shipment delays.
- Strategies for repeat export sales and customer retention.
- Continuous improvement in steel sales performance and marketing integration.
- Advanced applications of strategic shipping, marketing, and sales management in the steel industry.

# Final Insights & Key Takeaways:

This course equips professionals with practical skills in steel logistics, marketing, and strategic sales. Participants gain actionable insights for optimizing supply chains and export marketing. The training enhances global competitiveness and operational efficiency in the steel sector. Attendees leave prepared to implement integrated strategies for sustainable business growth in steel commercial operations.