MERCURY

Advanced Technical Sales of Industrial Chemicals

8 – 12 February 2027
Nairobi (Kenya)



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Advanced Technical Sales of Industrial Chemicals

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Introduction

The Advanced Technical Sales of Industrial Chemicals course develops advanced capabilities for professionals involved in selling chemical products and industrial solutions. It focuses on integrating technical chemical knowledge with consultative sales approaches to improve customer engagement and business performance. Participants will explore industrial chemical applications, customer requirement analysis, solution-based selling strategies, and effective communication of product value. The program provides an understanding of how sales professionals can address technical challenges and deliver suitable chemical solutions across different industrial sectors. It develops advanced negotiation, relationship management, and B2B sales skills required for long-term commercial success in competitive chemical markets.

Targeted Groups

This Advanced Technical Sales of Industrial Chemicals training targets professionals seeking knowledge and skills:

- Chemical sales engineers managing industrial product portfolios.
- Technical sales specialists supporting chemical customers.
- Business development professionals in chemical industries.
- Account managers handling industrial clients.
- Chemical product managers develop market strategies.
- Engineers moving into technical sales roles.
- Sales leaders improve B2B chemical sales performance.

Course Objectives

Participants will achieve the following objectives by completing the Advanced Technical Sales of Industrial Chemicals course:

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- Understand advanced technical selling principles for industrial chemicals.
- Apply consultative sales approaches to identify customer needs.
- Analyze industrial applications and recommend suitable chemical solutions.
- Connect product features with customer operational requirements.
- Develop stronger relationships with industrial customers and stakeholders.
- Communicate technical benefits clearly during sales discussions.
- Manage technical objections using evidence-based responses.
- Present chemical solutions according to customer expectations.
- Improve value proposition development for specialty chemical products.
- Apply advanced negotiation techniques in B2B sales environments.
- Enhance closing strategies for complex industrial sales opportunities.
- Support sustainable customer partnerships through effective communication.
- Evaluate sales challenges within chemical market environments.
- Improve decision-making during technical sales processes.

Targeted Competencies

Participants will gain the following competencies during the Advanced Technical Sales of Industrial Chemicals program:

- Technical understanding of industrial chemical selling processes.
- Ability to identify customer applications and operational challenges.
- Capability to recommend suitable chemical solutions.
- Strong consultative communication with industrial buyers.
- Skills in effectively presenting the value of chemical products.
- Confidence in managing technical customer discussions.
- Competence in handling complex sales objections.
- Knowledge of B2B negotiation and closing techniques.
- Ability to build strategic relationships with industrial customers.

Studying Scenarios

In this Advanced Technical Sales of Industrial Chemicals training, participants develop skills through the following scenarios:

- Evaluating customer requirements for industrial chemical applications.
- Presenting technical solutions for manufacturing challenges.
- Handling customer concerns about chemical performance and value.
- Developing sales approaches for specialty chemical products.
- Negotiating agreements with industrial purchasing teams.
- Strengthening relationships with long-term chemical customers.

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Course Content

Unit 1: Technical and Consultative Selling of Industrial and Specialty Chemicals

- Understanding the role of technical sales in the chemical industry.
- Exploring the differences between traditional sales and consultative chemical selling.
- Identifying trends in the industrial chemical market and customer expectations.
- Understanding chemical product categories and industrial applications.
- Developing technical knowledge required for chemical solution selling.
- Applying consultative questioning techniques to discover customer challenges.
- Building sales conversations around customer processes and operational needs.
- Connecting chemical product advantages with measurable business outcomes.

Unit 2: Understanding Customer Applications and Recommending Chemical Solutions

- Analyzing industrial customer processes and application requirements.
- Understanding how chemicals support manufacturing and production performance.
- Evaluating customer environments before recommending chemical products.
- Identifying technical factors affecting chemical product selection.
- Matching specialty chemicals with specific industrial applications.
- Assessing performance requirements for different chemical solutions.
- Developing technical recommendations based on customer operational objectives.
- Communicating solution benefits through application-focused presentations.

Unit 3: Building Stronger Relationships with Industrial Customers

- Understanding relationship management principles in chemical B2B markets.
- Developing trust-based partnerships with industrial customers.
- Identifying customer expectations throughout the sales relationship lifecycle.
- Managing communication between technical teams and purchasing departments.
- Creating customer-focused approaches for long-term business growth.
- Improving customer retention through value-driven sales practices.
- Understanding the importance of reliability and technical support.
- Developing strategies for account management in the chemical industry.

Unit 4: Handling Technical Objections and Communicating Product Value Effectively

- Identifying common technical objections in chemical product sales.
- Understanding customer concerns related to quality, performance, and cost.
- Developing professional responses to technical sales challenges.
- Explaining the benefits of chemical products through clear technical communication.
- Demonstrating product value beyond price-based discussions.
- Managing comparisons between competing chemical solutions.
- Using technical evidence to support customer decision-making.
- Building persuasive presentations for industrial chemical solutions.

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Unit 5: Advanced Negotiation and Closing Techniques in a B2B Environment

- Understanding advanced negotiation principles for industrial sales.
- Preparing negotiation strategies for complex chemical contracts.
- Identifying customer priorities during commercial discussions.
- Managing price discussions while maintaining product value.
- Applying effective techniques for closing B2B chemical sales.
- Handling final-stage customer concerns before agreement completion.
- Developing strategies for repeat business and customer expansion.
- Improving sales performance through structured negotiation approaches.

Final Insights & Key Takeaways

The Advanced Technical Sales of Industrial Chemicals course equips professionals with the technical sales expertise required to deliver effective chemical solutions and create stronger industrial partnerships. Participants develop advanced B2B selling capabilities by combining chemical knowledge, consultative approaches, negotiation skills, and customer-focused strategies.