MERCURY

Petrochemical Industry Fundamentals in Sales and Marketing

28 Mar - 01 Apr 2027
Kuala Lumpur (Malaysia)

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Ref.: 16038_1003742 **Date:** 28 Mar - 01 Apr 2027 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4600 **Euro**

Introduction:

The Petrochemical Industry Fundamentals in Sales and Marketing course provides an overview of the critical link between petrochemical production, business development, and global commercial strategies. It equips participants with the essential tools to understand the complex dynamics of petrochemical supply chains and their influence on international trade. It explores how petrochemical products are marketed, sold, and positioned across diverse industries such as automotive, construction, agriculture, and packaging.

Participants will gain valuable insights into customer segmentation, pricing mechanisms, sales negotiation, and petrochemical marketing strategies tailored to B2B environments. The Petrochemical Industry Fundamentals in Sales and Marketing training emphasizes real-world applications, offering knowledge on petrochemical sales techniques, product positioning, and competitive analysis. With growing environmental and regulatory requirements, it addresses sustainability considerations in petrochemical marketing.

Participants will learn how to align sales and marketing with corporate strategies while building long-term customer relationships. By combining theoretical foundations with practical case studies, the Petrochemical Industry Fundamentals in Sales and Marketing program delivers actionable learning outcomes. This program is essential for professionals seeking to enhance their expertise in petrochemical sales, marketing, and business development.

Targeted Groups:

This Petrochemical Industry Fundamentals in Sales and Marketing training targets professionals seeking specialized knowledge and skills:

- Sales and marketing managers in petrochemical companies.
- Business development specialists in the chemical industry.
- Product managers and downstream oil & gas planners.
- Market analysts and petrochemical strategy consultants.
- Engineers shifting into commercial or marketing roles.
- Procurement and petrochemical supply chain specialists.
- Commercial staff in refineries and chemical plants.
- Entrepreneurs exploring petrochemical market opportunities.
- Investors in the petrochemical business development.
- Government professionals in petrochemical policy and regulation.
- Technical experts aiming to strengthen commercial knowledge.

Course Objectives:

Participants will achieve the following objectives by completing the Petrochemical Industry Fundamentals in Sales and Marketing course:

- Understand the fundamentals of the petrochemical industry value chain.
- Identify key petrochemical products and their market applications.
- Examine global supply and demand trends shaping petrochemical markets.
- Evaluate competitor positioning and strategic industry movements.
- Assess petrochemical customer segments and their purchasing behavior.
- Formulate competitive petrochemical pricing models and strategies.
- Apply negotiation skills tailored to petrochemical sales contracts.
- Interpret petrochemical trade data for informed decision-making.
- Develop integrated petrochemical marketing strategies for B2B contexts.
- Incorporate sustainability and compliance into product marketing.
- Align petrochemical sales objectives with business development goals.
- Strengthen customer relationship management in petrochemical sales.
- Utilize data analytics for petrochemical business forecasting.
- Build performance measurement systems for petrochemical marketing.
- Present professional sales and marketing reports to leadership teams.

Targeted Competencies:

Participants will gain the following competencies during the Petrochemical Industry Fundamentals in Sales and Marketing program:

- Expertise in petrochemical business development strategies.
- Advanced petrochemical sales techniques for B2B markets.
- Market intelligence and petrochemical industry forecasting.
- Technical understanding of petrochemical products and uses.
- Knowledge of compliance in petrochemical marketing policies.
- Skills in building strong B2B petrochemical relationships.
- Ability to create effective petrochemical marketing strategies.
- Application of data-driven decision-making in sales planning.
- Cross-functional collaboration for product positioning.
- Proficiency in petrochemical supply chain integration.

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Course Content:

Unit 1: Overview of the Petrochemical Industry Fundamentals:

- Introduction to petrochemical industry fundamentals.
- Explore upstream, midstream, and downstream petrochemical processes.
- Identify core petrochemical feedstocks: natural gas, naphtha, and ethane.
- Study major petrochemical products: olefins, aromatics, methanol, and polymers.
- Examine petrochemical product applications in global industries.
- Understand refining and petrochemical integration strategies.
- Analyze the global petrochemical supply-demand balance.
- Review the economic contributions of petrochemical derivatives.
- Explore petrochemical trade hubs and their global impact.
- Assess environmental, sustainability, and circular economy trends.
- Study alliances, mergers, and joint ventures in petrochemicals.
- Explore opportunities for the petrochemical industry growth.

Unit 2: Sales and Marketing Fundamentals in the Petrochemical Industry:

- Define petrochemical sales processes and transaction structures.
- Explore petrochemical customer profiling by industry sector.
- Segment petrochemical markets: construction, automotive, packaging, and agriculture.
- Develop petrochemical product positioning and differentiation strategies.
- Learn techniques to create unique selling propositions USP.
- Study petrochemical branding and market image building.
- Understand B2B petrochemical buying cycles and procurement behavior.
- Explore petrochemical sales relationship-building strategies.
- Examine the influence of logistics and supply chains on petrochemical marketing.
- Learn regional expansion and market entry approaches.
- Analyze petrochemical marketing campaigns and success stories.
- Apply petrochemical sales training methods for real-world practice.

Unit 3: Petrochemical Pricing, Contracts, and Trade Mechanisms:

- Explore petrochemical pricing models: spot, contract, index-linked.
- Assess feedstock costs, energy prices, and demand cycles.
- Examine benchmark price reporting ICIS, Platts in the petrochemical trade.
- Understand contract structures: formula-based, take-or-pay, flexible volumes.
- Evaluate risk management and credit terms in petrochemical sales.
- Study tariffs, export regulations, and international trade laws.
- Review best practices in long-term petrochemical contract negotiations.
- Understand freight terms, Incoterms, and their role in petrochemical pricing.
- Learn strategies for mitigating price volatility in petrochemicals.
- Build petrochemical pricing models using real data trends.
- Analyze successful petrochemical trade agreements.
- Apply contract management in the petrochemical business development.

Unit 4: Petrochemical Market Intelligence and Competitive Analysis:

- Gather petrochemical market data from industry and government sources.
- Learn demand forecasting for petrochemical markets.
- Analyze competitor activities in petrochemical product lines.
- Study product innovation and differentiation in the petrochemical business.
- Interpret announcements on petrochemical capacity expansions and shutdowns.
- Monitor mergers, acquisitions, and investment projects in petrochemicals.
- Identify disruptions from geopolitics and environmental regulations.
- Apply SWOT and PESTLE to petrochemical strategic planning.
- Develop benchmarking reports for petrochemical competition.
- Conduct scenario planning for future petrochemical industry challenges.
- Utilize petrochemical marketing intelligence for business growth.
- Explore long-term petrochemical business development opportunities.

Unit 5: Strategic Petrochemical Marketing and Sales Management:

- Develop integrated petrochemical marketing and sales strategies.
- Set KPIs and performance goals for petrochemical sales teams.
- Design go-to-market strategies for petrochemical products.
- Apply digital marketing tools to petrochemical B2B sales.
- Leverage CRM systems for petrochemical customer value creation.
- Manage sales performance and incentive programs.
- Foster cross-functional cooperation with technical and marketing teams.
- Highlight sustainability in petrochemical marketing communication.
- Prepare executive-level petrochemical sales presentations.
- Incorporate customer feedback in petrochemical product innovation.
- Drive long-term petrochemical business development strategies.
- Apply advanced petrochemical sales training techniques.

Final Insights & Key Takeaways:

The Petrochemical Industry Fundamentals in Sales and Marketing program integrates technical knowledge with essential commercial skills. It provides professionals with the confidence to navigate petrochemical sales, pricing, and marketing complexities. Participants leave with actionable frameworks to design strategies and improve business performance. The course builds a strong foundation for growth in petrochemical marketing and sales. It ensures alignment with future global trends, sustainability demands, and competitive business development.

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Registration form on the :
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code: 16038 **From:** 28 Mar - 01 Apr 2027 **Venue:** Kuala Lumpur (Malaysia) **Fees:** 4600 **Euro**

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