

Advanced B2B Sales and Marketing for Oil and Gas Training Course

27 June – 1 July 2027
Johannesburg

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Ref: 1940_244001 **Date:** 27 June – 1 July 2027 **Location:** Johannesburg **Fees:** 6000 Euro

Overview

Advanced B2B Sales and Marketing for Oil and Gas Training Course is a one-week course for commercial professionals who leave with an Oil and Gas B2B Account Growth and Campaign File. Participants connect oil and gas account segmentation, technical buying centers, consultative discovery, solution positioning, account-based marketing, and long-cycle pipeline governance. The course addresses fragmented sales-marketing decisions by linking stakeholder evidence, opportunity discipline, campaign choices, and negotiation preparation. Agile Leaders Training Center presents advanced B2B sales and marketing for oil and gas.

Who Should Attend

- Business development functions responsible for market entry, opportunity shaping, and partner routes
- Sales and key-account functions responsible for account growth, qualification, and pipeline decisions
- Marketing functions responsible for account-based campaigns, thought leadership, and demand evidence
- Technical-commercial functions responsible for discovery, solution framing, and credible value claims
- Proposal and service-line functions responsible for bid interfaces, offer alignment, and commercial handoffs
- Product and commercial functions responsible for portfolio positioning, risk, measures, and negotiation preparation

The course assumes participants manage organizational customers, technical offers, or long-cycle opportunities, and it leaves out introductory selling, commodity trading, detailed proposal writing, and technical operations.

Departments and Industries

The course supports departments and industries that sell technical products, services, and solutions through complex organizational buying processes.

- Upstream, midstream, downstream, and petrochemical operations
- Energy services, engineering, maintenance, inspection, and industrial technology
- Business development, sales, key accounts, and commercial management
- Marketing, communications, market intelligence, and digital engagement
- Technical sales, product management, proposals, and service-line management

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Learning Objectives

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

- Analyze value-chain segments and organizational buying centers
- Build evidence-based account value propositions and discovery plans
- Apply qualification methods to long-cycle technical opportunities
- Use account-based marketing and sales handoff controls
- Evaluate pipeline risk, claims discipline, and performance measures
- Build account growth, campaign, and negotiation action records

Course Agenda

Day 1: Segment Markets and Accounts

- Oil and Gas Value-Chain Segment Map
- Operator, Contractor, and Project Account Classification Matrix
- Ideal Account Profile and Selection Criteria
- Technical Buying Center Role Map
- Account Potential and Access Prioritization Grid

Day 2: Discover Needs and Position Value

- Customer Problem and Operational Impact Hypothesis
- Consultative Discovery Question Architecture
- Technical Stakeholder Evidence Register
- Value Proposition Canvas for Industrial Solutions
- Claims and Proof Discipline Checklist

Day 3: Qualify Opportunities and Govern Pipeline

- Opportunity Qualification Scorecard
- Long-Cycle Stage Exit Criteria
- Stakeholder Influence and Relationship Map
- Commercial Risk and Assumption Register
- Pipeline Review and Forecast Evidence Board

Day 4: Coordinate Accounts and Campaigns

- Key Account Growth Plan Architecture
- Account-Based Marketing Campaign Brief
- Digital Thought Leadership Content Matrix
- Sales-Marketing Lead and Insight Handoff Protocol
- Tender and Proposal Strategy Interface Map

Day 5: Practice Account Growth Decisions

- Suggested Exercise: Prioritize an Oil and Gas Account Portfolio
- Suggested Exercise: Run a Technical Discovery and Value Case
- Suggested Exercise: Challenge Opportunity Qualification and Pipeline Risk
- Suggested Exercise: Prepare a Negotiation Position and Concession Log
- Capstone Exercise: Complete the Oil and Gas B2B Account Growth and Campaign File

Practical Exercises

The course uses suggested activities to convert market, account, stakeholder, and opportunity evidence into coordinated commercial decisions.

- Suggested activity: segment accounts across upstream services and petrochemical technology, then rank access and growth potential.
- Suggested activity: map a technical buying center and prepare discovery questions, value claims, and supporting proof.
- Suggested activity: qualify a long-cycle opportunity, identify commercial risks, and test stage-exit evidence.
- Suggested activity: align an account campaign, proposal interface, performance measures, and negotiation preparation.

FAQs

Who suits advanced B2B sales and marketing for oil and gas, and what does it assume?

Advanced B2B sales and marketing for oil and gas suits commercial functions managing technical offers, organizational accounts, and long-cycle opportunities. It assumes practical exposure to customers, markets, products, services, proposals, or pipeline reviews.

How does oil and gas B2B sales training differ from generic business development training?

Oil and gas B2B sales training applies account segmentation, buying-center analysis, technical discovery, claims evidence, long-cycle qualification, and campaign coordination to energy-sector accounts. Generic business development training usually treats markets, relationships, and opportunities without this technical-commercial context.

How should oil and gas account segmentation guide commercial priorities?

Oil and gas account segmentation should combine value-chain position, operating model, project context, buying structure, solution relevance, access, potential, and risk. The resulting priorities guide account effort, campaign investment, stakeholder coverage, and opportunity selection.

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What makes account-based marketing useful in oil and gas B2B markets?

Account-based marketing is useful when sales and marketing share named accounts, stakeholder hypotheses, relevant evidence, coordinated content, engagement signals, and handoff rules. It concentrates activity on organizational buying groups rather than broad, unqualified demand.

Conclusion

Participants take back an Oil and Gas B2B Account Growth and Campaign File connecting account priorities, buying centers, discovery evidence, value propositions, qualification, campaigns, pipeline risk, and negotiation preparation. It changes disconnected commercial activity into traceable account decisions. The file supports sales-marketing coordination, review discipline, and next-action ownership.