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COURSE BROCHURE

# Oil and Gas Customer Segmentation and Value Proposition Training Course

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# Oil and Gas Customer Segmentation and Value Proposition Training Course

**Ref:** 2837_108833 **Date:** 3 – 7 October 2027 **Location:** Amman **Fees:** 3300 GBP

Oil and Gas Customer Segmentation and Value Proposition is a 1-week training course for commercial and marketing staff in oil and gas who build a marketing strategy plan for a product line for crude, gas or fuels. Buyers now compare suppliers on reliability, carbon intensity and flexible terms as well as delivered cost, so a clear offer for each customer group protects margin. Jupiter Prime Training sets this work in hydrocarbon commercial strategy.

## Why Oil and Gas Customer Segmentation and Value Proposition Matters Now

Three forces reshape how hydrocarbon sellers win buyers. Refiners, utilities and industrial users diversify supply and run tenders more often, so loyalty can no longer be assumed. Large buyers ask for lower-carbon cargoes, emissions data and flexible volumes alongside price. Trading houses and new producers compete in every segment with aggressive terms. A seller that knows which customers value which features can price with confidence and place volumes in weak markets; one that treats every buyer alike discounts too early and loses the accounts that pay for reliability.

## Who Gains Most from Oil and Gas Customer Segmentation and Value Proposition

- Marketers responsible for placing crude grades, gas volumes or refined products with end users
- Commercial analysts who build customer profitability and netback comparisons
- Account leads who negotiate term contracts with refiners, utilities, airlines and industrial users
- Pricing specialists who set differentials, discounts and formula terms by segment
- Planners who link supply availability to customer priorities and channel choices

A marketing department of a producer or refiner gains most when its marketers and pricing specialists attend together.

## Oil and Gas Customer Segmentation and Value Proposition Capabilities

Participants turn buyer behaviour, product quality and logistics into distinct offers for each group of hydrocarbon customers.

- Build a segmentation of crude, gas and product buyers — targeting decisions
- Calculate customer netback and cost to serve by segment and route — volume placement
- Design a value proposition for each priority segment beyond headline price — account renewal
- Weigh formula premiums, term discounts and spot exposure — margin protection
- Assess channel options from direct sales to traders and tenders — route to market

- Apply competitor mapping to supplier offers in each segment — commercial leadership

## Key Oil and Gas Customer Segmentation and Value Proposition Terms

- Customer Segment — buyers with similar needs and buying behaviour who can share one offer.
- Value Proposition — the mix of product, service and terms a segment receives and pays for.
- Netback — realised price at the source after deducting freight, handling and other delivery costs.
- Cost to Serve — the commercial, logistics and credit cost of supplying one customer or segment.
- Pricing Position — where an offer sits against competing supply on premium, discount and formula terms.
- Route to Market — the channel, such as direct contract, trader or tender, used to reach buyers.

## Oil and Gas Customer Segmentation and Value Proposition Day by Day

### Day 1: Hydrocarbon Buyers and Market Forces

- Buyer Landscape For Crude, Gas And Products — Who Buys And Why
- Demand Shifts And Energy Transition Signals — Which Segments Grow Or Shrink
- Quality And Specification Needs — Matching Grades To Buyer Equipment
- Carbon Intensity Expectations — Emissions Data As A Buying Criterion
- Commercial Information Sources — Tenders, Price Reports And Customer Feedback

### Day 2: Segmenting Hydrocarbon Customers

- Needs-Based Segmentation Criteria — Volume, Flexibility, Credit And Quality
- Segment Attractiveness Scoring — Size, Margin And Supply Fit
- Customer Netback Comparison — Ranking Outlets By Realised Price
- Cost To Serve Analysis — Logistics, Credit And Account Effort
- Priority Segment Selection — Where To Place Constrained Volumes

### Day 3: Building Value Propositions

- Customer Value Drivers — Reliability, Flexibility, Quality And Support
- Offer Design By Segment — Product, Service And Contract Bundle
- Lower-Carbon And Verified Supply Options — Premium Or Entry Requirement
- Technical And Logistics Service Add-Ons — Blending, Storage And Delivery Windows
- Value Proposition Statement — Testing Fit With Account Teams

### Day 4: Pricing Position, Channels and Competitors

- Formula Pricing And Differentials — Premiums Over Benchmarks By Segment
- Term Versus Spot Mix — Balancing Security And Upside
- Channel Options And Intermediaries — Direct Sales, Traders And Distributors
- Competitor Offer Mapping — Rival Supply, Terms And Strengths
- Tender Response Strategy — When To Bid, Match Or Walk Away

## Day 5: Practising the Marketing Strategy Plan for a Product Line

- Segment Map For The Product Line — Applying Segmentation And Scoring
- Offer And Pricing Position Draft — Applying Value And Formula Methods
- Channel And Competitor Response — Applying Route To Market Choices
- Peer Challenge Of Assumptions — Testing The Plan With Commercial Leads
- Marketing Strategy Plan For A Product Line — Completing The Plan For Sign-Off

## Applying Oil and Gas Customer Segmentation and Value Proposition After the Course

- Rank customers for one product line by netback and cost to serve.
- Draft a value proposition statement for one priority segment with account managers.

## Oil and Gas Customer Segmentation and Value Proposition Questions FAQ

### What is Oil and Gas Customer Segmentation and Value Proposition and why does it matter now?

It is the practice of grouping hydrocarbon buyers by need and designing a distinct offer for each. It matters now because buyers diversify supply and weigh carbon and flexibility alongside price.

### Which roles gain most from Oil and Gas Customer Segmentation and Value Proposition?

Crude, gas and product marketers, pricing specialists, account leads and commercial analysts gain most, since each shapes which customers receive which offer and at what margin.

### How does Oil and Gas Customer Segmentation and Value Proposition differ from a general marketing strategy course?

It applies segmentation and positioning to hydrocarbon buyers, netbacks, formula pricing and tenders. A general course covers brands and campaigns rather than cargo placement.

### What do you bring back from Oil and Gas Customer Segmentation and Value Proposition?

You bring back a draft plan for one product line built during the course, with a segment map, offers, pricing position and channels.

## Oil and Gas Customer Segmentation and Value Proposition: The Way Forward

The marketing strategy plan for a product line first informs which segments receive constrained volumes in the next contract round. Marketers and pricing specialists use it to set offers and tender responses. After the first renewal season, revisit the segment scores and pricing position, since actual wins and losses show which customer value drivers were judged correctly.