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COURSE BROCHURE

Petrochemical Commercial Strategy Training Course

14 – 18 June 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Petrochemical Commercial Strategy Training Course

Ref: 599_22082 **Date:** 14 – 18 June 2027 **Location:** Casablanca **Fees:** 4900 GBP

Petrochemical Commercial Strategy is a 1-week training course for commercial, marketing, sales and business planning managers in petrochemical companies, ending with a product line commercial plan for one polymer or chemical family. New capacity, volatile feedstock costs and more demanding converters mean that commercial choices on markets, prices and contracts now decide margin as much as plant performance. Jupiter Prime Training delivers this course for petrochemical commercial teams.

Why Petrochemical Commercial Strategy Matters Now

Three forces are reshaping petrochemical selling. Large new crackers and polymer plants add supply faster than demand grows, so margin cycles turn sharper and longer. Feedstock and energy costs move with oil and gas markets, which tests pricing formulas and contract terms. Converters and brand owners also ask for recycled content, technical service and reliable delivery, so customer strategy matters more than tonnage. Producers that segment markets, set formula pricing carefully and choose their customers deliberately hold margin through the cycle; those that chase volume sell into the weakest segments at the worst moments.

Who Gains Most from Petrochemical Commercial Strategy

- Managers who set prices, discounts and formula terms for polymers and chemicals
- Marketing managers who segment markets and position product grades
- Sales managers who negotiate term contracts with converters and distributors
- Business planners who forecast demand, margins and capacity utilisation
- Supply chain managers who balance production, inventory and export allocations

A petrochemical commercial department gains most when its pricing, sales and planning managers attend together and build one plan for the same product line.

Petrochemical Commercial Strategy Capabilities

Participants leave able to link feedstock economics, market cycles and customer choices to the commercial decisions they make each quarter.

- Assess the feedstock and cost position of a product line against competitors — market and pricing stance
- Calculate margin sensitivity to feedstock and product price swings — budget and hedging discussions
- Design pricing formulas and contract terms for term customers — negotiation mandates
- Apply segmentation to converters, distributors and export markets — sales allocation decisions
- Weigh customer profitability and service costs — account priorities for the sales force
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Build a commercial plan with volume, price and customer targets — leadership approval

Key Petrochemical Commercial Strategy Terms

- Feedstock advantage — the cost benefit a producer gains from cheaper raw materials such as ethane compared with naphtha-based rivals.
- Margin cycle — the repeated rise and fall of petrochemical spreads as capacity additions and demand growth move out of balance.
- Formula pricing — a contract price linked to published feedstock or product indices with an agreed adder or discount.
- Term contract — a supply agreement covering volumes and pricing rules over months or years rather than single spot sales.
- Netback — the price received after deducting freight, duties and selling costs, used to compare markets.
- Cost to serve — all costs of supplying a customer, including logistics, technical service and credit.

Petrochemical Commercial Strategy Day by Day

Day 1: Petrochemical Value Chains and Market Forces

- Value Chain from Feedstock to Converter — Where Margin Is Earned
- Cost Curves and Feedstock Advantage — Competitive Position Mapping
- Capacity Additions and Operating Rates — Margin Cycle Drivers
- Demand Drivers in Packaging, Construction and Automotive — Growth Outlook
- Recycled Content and Sustainability Demands — Future Product Positioning

Day 2: Margins, Prices and Contracts

- Spread and Margin Calculations — Sensitivity to Feedstock Swings
- Formula Pricing and Index Selection — Contract Price Mechanisms
- Term Versus Spot Sales Balance — Volume Security and Upside
- Contract Clauses on Volume, Quality and Force Majeure — Risk Allocation
- Netback Comparison Across Markets — Export and Domestic Choices

Day 3: Market Segmentation and Customer Strategy

- Customer Segmentation by Application and Size — Target Segment Choice
- Converter and Distributor Channel Roles — Route-to-Market Decisions
- Customer Profitability and Cost to Serve — Account Priorities
- Technical Service and Grade Development — Value Beyond Price
- Key Account Planning for Major Converters — Long-Term Relationships

Day 4: Commercial Planning and Organisation

- Demand Forecasting and Sales and Operations Planning — Volume Commitments
- Inventory and Allocation Policy in Tight Markets — Customer Fairness
- Competitor Intelligence and Price Signals — Response Strategies
- Commercial Performance Indicators — Margin, Share and Customer Health
- Pricing Governance and Approval Levels — Discipline Across Sales Teams

Day 5: Practising the Product Line Commercial Plan

- Market and Cost Position Summary for a Chosen Line — Strategic Stance
- Segment and Customer Targets — Volume and Margin Mix
- Pricing and Contract Proposals — Formula and Term Choices
- Risks Through the Margin Cycle — Contingency Actions
- Product Line Commercial Plan — Segments, Prices, Contracts and Targets

Applying Petrochemical Commercial Strategy After the Course

- Calculate margin sensitivity for one product line under three feedstock price scenarios and present the results to the pricing committee with recommended formula adjustments.
- Rank the line's top twenty customers by profitability and cost to serve, then agree account priorities and service levels with the sales team.

Petrochemical Commercial Strategy Questions FAQ

What is petrochemical commercial strategy, and why does it matter now?

Petrochemical commercial strategy is the set of choices on markets, prices, contracts and customers for petrochemical products. It matters now because new capacity, volatile feedstock and demanding converters make commercial decisions as important to margin as plant performance.

Which roles gain most from petrochemical commercial strategy training?

Commercial, marketing, sales and business planning managers in petrochemical companies gain most. They set prices, segment markets, negotiate contracts and forecast the volumes that plants must deliver.

How does petrochemical commercial strategy differ from a general sales management course?

It applies commercial thinking to commodity and specialty petrochemicals. Participants work with feedstock cost curves, spreads, formula pricing and netbacks rather than generic sales techniques.

What do you bring back from petrochemical commercial strategy training?

You bring back a commercial plan for one product line. It sets target segments, customer priorities, pricing and contract proposals and actions for each phase of the margin cycle.

Petrochemical Commercial Strategy: The Way Forward

The product line commercial plan first informs the next round of term contract negotiations and pricing formulas. Pricing, sales and planning managers use it to align volumes with plant capacity. After the first quarter, revisit the margin sensitivity behind it, because actual feedstock moves and customer responses will show which assumptions need adjusting.