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COURSE BROCHURE

Port Marketing and Business Development Training Course

14 – 18 June 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Port Marketing and Business Development Training Course

Ref: 1132_42632 **Date:** 14 – 18 June 2027 **Location:** Casablanca **Fees:** 4900 GBP

Port Marketing and Business Development is a 1-week training course for port commercial officers, key account managers and business development staff, and it produces a port commercial plan with a tailored pitch for one target shipping line or cargo owner. Neighbouring ports now compete for the same services and inland customers, so commercial skill decides volume as much as quay length does. Jupiter Prime Training presents this course on port marketing and business development.

Why Port Marketing and Business Development Matter Now

Three groups shape port business today. Shipping lines and their alliances choose port calls network by network, weighing productivity, cost and transhipment options across several rival ports. Cargo owners and forwarders increasingly decide routing themselves, so ports must sell to the importer and exporter as well as to the carrier. Inland logistics providers and free zone tenants, meanwhile, can make a port the easiest door to a market or route cargo elsewhere. A port that segments its market, prices with intent and pitches with evidence wins new services and keeps them; one that waits for traffic to arrive watches it move to a competitor. The course draws on established marketing tools such as segmentation, value proposition design and key account management.

Who Gains Most from Port Marketing and Business Development

- Those who manage relationships with shipping lines and alliances
- Those who court importers, exporters and forwarders to route via the port
- Those who set or propose tariffs, rebates and volume incentives
- Those who promote logistics parks, free zones and inland links
- Those who prepare tenders and proposals for new terminal services

A port authority or terminal operator gains most when its commercial, pricing and customer service staff attend together.

Port Marketing and Business Development Capabilities

Participants learn to see the port through a carrier's and a cargo owner's eyes, then sell accordingly.

- Assess market segments by cargo type, trade lane and hinterland reach — commercial director
- Weigh the port's offer against rival ports on cost, time and reliability — shipping lines
- Design value propositions for carriers, cargo owners and logistics tenants — key account managers
- Calculate the effect of tariff changes and volume incentives on revenue — finance and pricing
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Build a target account list with contact strategy and timing — business development team
- Communicate a port pitch backed by performance evidence — carrier and shipper decision makers

Key Port Marketing and Business Development Terms

- Port hinterland — the inland area whose cargo can reach the port at competitive cost and time.
- Contestable cargo — traffic that could realistically switch between two or more ports.
- Value proposition — a clear statement of why a specific customer should choose the port over alternatives.
- Volume incentive — a rebate or reduced tariff granted when a customer reaches agreed throughput.
- Key account plan — a document setting goals, contacts and actions for one major customer.
- Port call decision — a carrier's choice of which ports a service rotation includes and in what order.

Port Marketing and Business Development Day by Day

Day 1: The Port's Market and Rivals

- Port Customer Map — Carriers, Cargo Owners, Forwarders and Tenants
- Hinterland and Contestable Cargo Mapping — Where Growth Can Come From
- Competitor Port Benchmarking — Cost, Time and Service Comparison
- Carrier Network Logic — How Lines Choose Port Calls
- Market Segmentation by Cargo and Trade Lane — Priority Segments

Day 2: Building the Port Offer

- Value Proposition Canvas for Port Customers — Gains and Pains
- Service Bundles With Logistics Partners — Port, Rail and Warehousing
- Free Zone and Logistics Park Promotion — Tenant Attraction
- Performance Evidence Packs — Productivity, Dwell and Reliability Data
- Brand and Positioning Statements — How the Port Wants to Be Seen

Day 3: Pricing and Incentives

- Port Tariff Structures — Vessel, Cargo and Storage Charges
- Tariff Positioning Against Rival Ports — Price Signals to Carriers
- Volume Incentive and Rebate Design — Rewarding Growth Without Leakage
- New Service Launch Discounts — Attracting a First Call
- Revenue Impact Modelling — Testing Pricing Scenarios

Day 4: Selling and Account Management

- Target Account Selection — Lines and Shippers Worth Pursuing
- Key Account Plans — Goals, Contacts and Review Rhythm
- Port Roadshows and Trade Missions — Meeting Cargo Owners
- Proposal and Tender Writing — Responding to Carrier Requests
- Customer Feedback and Service Recovery — Keeping Won Business

Day 5: Practising the Port Commercial Plan

- Segment Priorities for a Case Port — Applying Day 1 Mapping
- Offer and Evidence Pack — Applying Day 2 Proposition Work
- Incentive Proposal — Applying Day 3 Pricing Models
- Pitch Rehearsal to a Shipping Line Panel — Handling Objections
- Port Commercial Plan and Customer Pitch — Targets, Offer and Actions

Applying Port Marketing and Business Development After the Course

- Build a contestable cargo map for the port and pick three target accounts with a contact plan for each.
- Review current volume incentives against actual growth and propose a revised rebate structure to the pricing committee.

Port Marketing and Business Development Questions FAQ

What is port marketing and business development and why does it matter now?

It is how a port or terminal wins and keeps shipping lines, cargo owners and logistics tenants. With rival ports chasing the same contestable cargo, structured selling now decides traffic growth.

Which roles gain most from port marketing and business development training?

Commercial officers, key account managers, pricing staff and business development teams at port authorities, terminal operators and free zones gain most.

How does port marketing and business development differ from a general marketing course?

It applies marketing to port customers: carriers' call decisions, hinterland reach, tariffs and incentives. A general marketing course covers consumer and brand methods without the shipping network logic ports face.

What do you bring back from port marketing and business development training?

You bring back a commercial plan with priority segments, an incentive proposal and a rehearsed pitch for a real target account.

Port Marketing and Business Development: The Way Forward

The port commercial plan and customer pitch sets out target segments, the offer, pricing moves and account actions. Its first use is choosing which shipping line or cargo owner to approach next, and it serves commercial, pricing and customer service staff. After the first sales cycle, revisit which segments responded and whether incentives drew genuinely new cargo.