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COURSE BROCHURE

Advanced Fuel and Lubricant Channel Design and Architecture Training Course

15 – 26 November 2027
Geneva

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Registered in the United Kingdom and Saudi Arabia

Advanced Fuel and Lubricant Channel Design and Architecture Training Course

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Fuel and Lubricant Channel Design and Architecture is a 2-week training course for commercial managers and downstream marketing leads, built around a route-to-market blueprint that sets how fuels, lubricants and petroleum products reach every customer segment. Shifting demand, new retail formats and margin pressure are forcing marketers to redesign distributor and station networks. Jupiter Prime Training delivers this Fuel and Lubricant Channel Design and Architecture course for downstream commercial teams.

Why Fuel and Lubricant Channel Design and Architecture Matters Now

Three forces are reshaping downstream routes to market. Demand is shifting between road fuels, aviation, marine, industrial lubricants and electric charging, so legacy networks no longer match where volume sits. Distributors and dealers are consolidating and demanding better terms, while digital ordering and fleet cards change how business customers buy. Marketers who redesign channels deliberately protect margin and share; those who inherit networks by accident overpay for coverage and lose key accounts. The course rests on channel economics, customer segmentation and coverage modelling, set against the oil and gas value chain from refinery gate to end user.

Who Gains Most from Fuel and Lubricant Channel Design and Architecture

- Leaders accountable for retail station networks, dealer agreements and site performance
- Managers who appoint and steer lubricant distributors and their sales coverage
- Commercial heads responsible for business-to-business fuel supply to fleets, industry and aviation
- Planners who set pricing corridors, discounts and margin splits across channel partners
- Supply and logistics leads who align depots, haulage and storage with channel choices

Downstream marketing departments gain most when their retail, lubricants and commercial fuels leads attend together and design one network rather than three competing ones.

Fuel and Lubricant Channel Design and Architecture Capabilities

Participants leave able to judge each route to market by cost-to-serve, partner capability and customer reach, then redraw the network accordingly.

- Design channel structures that match customer segments and product lines — network strategy approvals
- Calculate cost-to-serve and margin waterfalls per channel — pricing and discount decisions
- Assess distributor and dealer capability against selection criteria — partner appointment boards
- Build coverage models for territories, sites and key accounts — sales capacity planning

- Specify partner scorecards and agreement terms — distributor and dealer reviews
- Weigh owned, leased and dealer-operated site models — capital and risk committees

Key Fuel and Lubricant Channel Design and Architecture Terms

- Route to Market — the chosen path by which a product moves from the supplier to the end customer, including all intermediaries.
- Cost-to-Serve — the full cost of supplying a customer or channel, including logistics, sales effort, credit and service.
- Margin Waterfall — a step-by-step breakdown of how list price falls to net margin through discounts, rebates and costs.
- Coverage Model — the allocation of direct sales, distributors and digital ordering across territories and customer tiers.
- Dealer-Operated Site — a fuel station run by an independent operator under agreement with the brand owner.
- Channel Conflict — friction when two partners or channels compete for the same customer, eroding price or loyalty.

Fuel and Lubricant Channel Design and Architecture Day by Day

Day 1: Downstream Markets and Demand Shifts

- Downstream Value Chain Map — From Refinery Gate to End User
- Demand Pools for Fuels and Lubricants — Road, Aviation, Marine and Industry
- Energy Transition Effects — Charging, Biofuels and Declining Fuel Volumes
- Competitor Network Benchmarking — Share, Density and Format Gaps
- Channel Audit of the Current Network — Starting Point for Redesign

Day 2: Customer Segmentation for Channel Choice

- Needs-Based Segmentation — Retail Motorists, Fleets and Industrial Buyers
- Buying Behaviour Mapping — Frequency, Volume and Service Expectations
- Key Account Tiering — Direct Service Versus Partner Service
- Lubricant Application Segments — Automotive, Industrial and Marine Grades
- Segment Attractiveness Matrix — Where to Invest Channel Effort

Day 3: Channel Structures and Options

- Direct, Indirect and Hybrid Channel Models — Control Versus Reach
- Exclusive and Selective Distribution — Territory Rights and Brand Protection
- Retail Site Operating Models — Company-Owned, Leased and Dealer-Run
- Digital Ordering and Fleet Card Platforms — Business Customer Access
- Channel Structure Options Paper — Comparing Designs for Approval

Day 4: Channel Economics

- Cost-to-Serve Modelling — Logistics, Sales and Credit Costs by Channel
- Margin Waterfall Construction — List Price to Net Contribution
- Distributor Margin and Rebate Design — Rewarding Growth Without Leakage
- Site Economics and Non-Fuel Income — Convenience Retail and Services
- Break-Even Volume Analysis — Viability of Sites and Territories

Day 5: Network and Coverage Design

- Territory Design and Catchment Analysis — Site Density and Overlap
- Coverage Model Building — Direct Reps, Distributors and Telesales
- Depot and Haulage Alignment — Supply Points Matched to Channels
- Network Rationalisation — Closing, Converting or Adding Sites
- Scenario Testing of Network Options — Volume and Margin Outcomes

Day 6: Partner Selection and Appointment

- Distributor Selection Criteria — Financial Strength, Reach and Capability
- Dealer Profiling and Due Diligence — Operating Track Record and Integrity
- Partner Business Plans — Volume, Investment and Coverage Targets
- Agreement Structures — Exclusivity, Duration, Termination and Brand Standards
- Onboarding and Capability Building — Product Training and Systems Access

Day 7: Pricing and Channel Conflict

- Pricing Corridors Across Channels — Preventing Undercutting and Grey Flows
- Discount and Rebate Policy — Volume Tiers and Loyalty Terms
- Channel Conflict Diagnosis — Overlapping Accounts and Territory Disputes
- Conflict Resolution Rules — Account Ownership and Escalation Paths
- Credit and Receivables Policy — Partner Exposure and Payment Terms

Day 8: Partner Performance Governance

- Partner Scorecard Design — Volume, Margin, Coverage and Brand Compliance
- Mystery Shopping and Site Audits — Retail Standards and Fuel Quality
- Joint Business Reviews — Quarterly Targets and Corrective Actions
- Incentive Schemes for Partners — Linking Rewards to Strategic Goals
- Exit and Replacement Planning — Handling Underperforming Distributors

Day 9: Change, Systems and Risk

- Channel Transition Roadmaps — Sequencing Network Changes Without Volume Loss
- Sales and Distributor Management Systems — Visibility of Partner Sell-Out
- Product Integrity and Counterfeit Lubricant Risk — Traceability Controls
- Health, Safety and Environmental Duties at Sites — Partner Accountability
- Stakeholder Communication — Dealers, Distributors and Internal Sales Teams

Day 10: Practising the Route-to-Market Blueprint

- Segment-to-Channel Mapping — Applying Segmentation to a Case Market
- Economics Stress Test — Applying Cost-to-Serve and Margin Waterfalls
- Partner Shortlist Exercise — Applying Selection Criteria and Scorecards
- Coverage Plan Draft — Applying Territory and Network Design Methods
- Route-to-Market Blueprint — Completing Structure, Economics and Governance

Applying Fuel and Lubricant Channel Design and Architecture After the Course

- Build a cost-to-serve and margin waterfall for the three largest channels in the home market and present which routes destroy or create value.
- Introduce a partner scorecard for lubricant distributors and run the first joint business review using its measures.

Fuel and Lubricant Channel Design and Architecture Questions FAQ

What is fuel and lubricant channel design and architecture and why does it matter now?

It is the deliberate design of the distributors, dealers, retail sites and direct sales that carry fuels and lubricants to customers. It matters now because demand is shifting and partners are consolidating, so inherited networks waste margin and miss growing segments.

Which roles gain most from fuel and lubricant channel design and architecture training?

Commercial managers and downstream marketing leads for retail, lubricants and business fuels gain most. You benefit if you appoint distributors, manage dealer networks, set channel pricing or plan coverage across territories.

How does a fuel and lubricant channel design and architecture course differ from a general sales management course?

It focuses on the structure and economics of the network, not on selling skills. A sales management course develops sales teams, while this one designs channels, partner agreements, coverage models and pricing corridors specific to petroleum products.

What do you bring back from fuel and lubricant channel design and architecture training?

You bring back a route-to-market blueprint for your market. It sets channel structure by segment, channel economics, partner selection criteria, coverage plans and the scorecards used to govern partners.

Fuel and Lubricant Channel Design and Architecture: The Way Forward

The route-to-market blueprint first informs which distributors and sites to keep, convert or replace in the next planning cycle. Commercial directors, retail network managers and lubricant channel leads use it together to align investment and pricing. After its first use, revisit the segment-to-channel map as electric charging, fleet digitalisation and partner consolidation change where volume and margin sit.