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COURSE BROCHURE

Energy Key Account Relationship Strategy Training Course

15 – 19 August 2027
Kuala Lumpur

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Registered in the United Kingdom and Saudi Arabia

Energy Key Account Relationship Strategy Training Course

Ref: 1761_64611 **Date:** 15 – 19 August 2027 **Location:** Kuala Lumpur **Fees:** 4900 GBP

Energy Key Account Relationship Strategy is a 1-week training course for key account managers and business development staff in oil, gas and power suppliers, built around one strategic account plan for a named client. Energy buyers are consolidating vendors, tightening tenders and asking suppliers to share decarbonisation goals, so long relationships now depend on evidence of value. Jupiter Prime Training delivers this course on Energy Key Account Relationship Strategy.

Why Energy Key Account Relationship Strategy Matters Now

Three forces reshape how suppliers keep their largest energy clients. Procurement teams at operators and utilities run category strategies that cut supplier numbers and favour partners who lower total cost of ownership. Transition targets push clients to judge vendors on emissions, local content and safety records as well as price. Decision power is spread across engineering, operations, finance and HSE, so a single sponsor rarely carries a renewal. Suppliers who read these shifts early protect revenue; others lose contracts at retender. The course draws on established key account management practice, stakeholder mapping and value-based selling models.

Who Gains Most from Energy Key Account Relationship Strategy

- Key account managers responsible for revenue and retention across a portfolio of operator or utility clients
- Business development staff who open new sites, assets or service lines inside existing energy accounts
- Contract and commercial specialists who prepare renewals, variations and price reviews
- Technical sales engineers who translate equipment or service performance into client value
- Service leads who handle escalations and reporting for major clients

Account teams serving the same energy client from sales, engineering and contracts gain most when attending together.

Energy Key Account Relationship Strategy Capabilities

Participants leave able to segment, map and grow energy accounts.

- Assess account attractiveness and supplier position with a portfolio matrix — which clients receive dedicated resource
- Map buying centres across upstream, midstream and power client sites — whom to engage before a tender
- Build a value proposition linked to client uptime, safety and emissions goals — the case presented to sponsors
- Design a relationship governance rhythm with joint reviews — client executives and the supplier leadership
- Prepare a renewal and retender strategy with walk-away positions — the contracts and pricing committee
- Communicate account growth targets and risks in one plan — sales leadership and finance

Key Energy Key Account Relationship Strategy Terms

- Key account — a client whose revenue, strategic fit or reference value justifies a dedicated team and a written plan.
- Buying centre — the group of engineers, operators, buyers and executives who shape a purchasing decision at a client.
- Share of wallet — the portion of a client's total spend in a category that one supplier wins.
- Value proposition — a statement of measurable benefits a supplier delivers against a specific client's operational and commercial goals.
- Total cost of ownership — the full cost of an asset or service over its life, including maintenance, downtime and disposal.
- Master service agreement — a framework contract setting terms under which call-off orders and work packages are issued.

Energy Key Account Relationship Strategy Day by Day

Day 1: The Energy Client Landscape

- Operator, Utility and EPC Buying Models — Where Supplier Influence Sits
- Category Strategy and Vendor Consolidation — Risk to Incumbent Suppliers
- Transition and Emissions Targets — New Supplier Selection Criteria
- Account Portfolio Matrix — Choosing Accounts for Dedicated Teams
- Account History and Revenue Profile — Baseline for Growth Targets

Day 2: Mapping Client Stakeholders

- Buying Centre Mapping Across Sites — Identifying Real Decision Makers
- Influence and Attitude Grid — Prioritising Sponsor and Blocker Contact
- Multi-Level Contact Plans — Linking Executives, Engineers and Buyers
- Client Org Charts and Asset Plans — Spotting Upcoming Spending Windows
- Relationship Health Scoring — Early Warning Before Retender

Day 3: Building Client Value

- Total Cost of Ownership Models — Arguing Beyond Unit Price
- Uptime, Safety and Emissions Value Cases — Matching Client Priorities
- Value Proposition Canvas — Fitting Offers to Client Pains
- Cross-Selling Into New Assets and Sites — Raising Share of Wallet
- Case Studies From Gas Processing and Power Generation — Proven Value Patterns

Day 4: Renewals and Relationship Governance

- Master Service Agreement Renewal Planning — Timing and Negotiating Positions
- Price Review and Escalation Clauses — Protecting Margin Over Contract Life
- Quarterly Business Reviews — Structured Joint Performance Dialogue
- Service-Level and KPI Reporting — Evidence for Renewal Decisions
- Complaint and Escalation Recovery — Restoring Trust After Incidents

Day 5: Practising the Strategic Account Plan

- Portfolio and Stakeholder Findings — Setting Account Objectives
- Value Case Selection — Choosing the Lead Client Message
- Renewal Roadmap and Governance Calendar — Sequencing Client Actions
- Peer Challenge of Draft Plans — Testing Assumptions and Risks
- Strategic Account Plan — Final Targets, Actions and Owners

Applying Energy Key Account Relationship Strategy After the Course

- Run a buying centre mapping session with colleagues for one priority client and update the relationship health score.
- Hold a quarterly business review with a key client using a total cost of ownership value case.

Energy Key Account Relationship Strategy Questions FAQ

What is Energy Key Account Relationship Strategy and why does it matter now?

Energy Key Account Relationship Strategy is the planned way suppliers grow and retain major oil, gas and power clients. It matters now because buyers are consolidating vendors and judging suppliers on cost, safety and emissions together.

Which roles gain most from Energy Key Account Relationship Strategy training?

Key account managers, business development staff and commercial specialists gain most. Technical sales engineers and service leads supporting large energy clients also benefit.

How does Energy Key Account Relationship Strategy differ from a general sales course?

It focuses on growing existing large accounts rather than winning new prospects. It works on buying centres, renewals and value cases specific to energy operators and utilities.

What do you bring back from Energy Key Account Relationship Strategy training?

You bring back a strategic account plan for one real client, with stakeholder maps, a value case and a renewal roadmap.

Energy Key Account Relationship Strategy: The Way Forward

The strategic account plan gives each participant a working tool for a named energy client. Its first use is deciding which stakeholders to engage before the next renewal or tender window. Account managers, sales leaders and contract teams use it together. After the first quarterly business review, revisit the value case against what the client actually prioritised.