



TIMELY  
RESPONSE






EVERY  
day is  
CUSTOMER  
day



SERVICE  
with a



A  customer is a   customer

REWARD  
the customer



# CUSTOMER SERVICE

Value the  
customer's  
OPINION



Deal EFFICIENTLY  
  
with CUSTOMERS



LISTENING  
to the  
CUSTOMER



How may I  
help you?



Is he or she



## BTS

Training & Consultancy



Downstream Sales &  
Marketing - DSM



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# Downstream Sales & Marketing - DSM

## Introduction:

Becoming customer centric is one of the most important aims of any organization. It refers to the orientation of a company to the needs and behaviors of its customers, rather than internal drivers such as the quest for short-term profit. Customers have high expectations and demand quality customer service from companies they choose to do business with. Providing customer service excellence gives an organization a competitive advantage in the marketplace and is the key factor that keeps customers coming back. Successful organizations understand the importance of developing a customer centric mindset and deliberately restructure their customer service model to increase customer satisfaction and brand loyalty.

Today, customers have an increasing range of choice: choice of supplier, choice of channel, choice of products and services. Their loyalty is determined by the quality of the experience they receive. Delegates will learn effective customer centric strategies and best practices to provide world-class customer service excellence. This course gives customer service professionals the communication skills, technology tools and motivation they require to build strong customer relationships and develop a customer centric organization.

- Develop a strategy to build a more proactive, customer centric organization
- Analyze and implement the best practices of world-class customer centric organizations
- Utilize interpersonal skills as vital tools in the provision of customer service
- Measure and assess how well customer service standards and objectives are being achieved

- Enhanced communication, persuasion and conflict resolution skills

### Upon completion of this course your employees will:

- Be able to analyze the structure of markets from suppliers through to customers and consumers enabling them to be able to identify the best opportunities for profitable growth
- Be able to develop marketing strategies and action orientated marketing plans to exploit those opportunities to create a strategic competitive advantage for your business
- Understand the principles of market segmentation so that they can structure offers and prices appropriately to maximise sales volume and profit
- Understand how to differentiate your business from competitors through channel management, branding and customer service
- Be able to focus marketing resources where they will have the greatest profit impact

### Who Should Attend?

Delegates encouraged to attend include: oil industry managers who are new to the downstream marketing business, recently appointed staff who intend to pursue a career in oil products marketing and managers from companies that are considering entering the oil marketing business.

This course is ideal for use as part of an induction program for new staff or for bringing managers who are transferring disciplines up to speed with the whole area of oil products marketing. It will also appeal to managers who want to bring new perspectives and ideas to their marketing businesses although it is not aimed at existing experts in oil products marketing.

It will also be very relevant to existing marketing, planning, finance, commercial development and technical staff in the downstream sector of oil companies who wish to expand their knowledge across product or market boundaries.

## Course Outline:

### **Fundamentals of oil products marketing:**

- Market structures - from suppliers to end users
- Market dynamics - technology & other trends, regulations & other influences
- Customers and distribution channels
- Competitive environment
- Economic drivers

### **Adding value through marketing:**

- Role of marketing in the organisation
- Marketing strategy & marketing planning
- Customer & end user segmentation
- Product & service differentiation
- Pricing strategy
- Branding and communication
- Marketing channel and distributor management
- Product & service development & innovation
- Marketing resources, investment and performance evaluation

### **Markets covered in the course:**

- Retail fuels & lubricants
- Commercial and industrial fuels & lubricants
- International aviation and marine markets
- Distributors & resellers
- Multinational key accounts