



# **Lubricant Key Account Management In-Company Course**

This in-company course aims to provide delegates with the practical skills they need to make a success of Lubricant Key Account Management including market segmentation, pricing models, sales methodologies, consumer buying behaviour, approaches to industrial sales, and devising lubricant key account management strategies for ensuring customer satisfaction and organisational success.

## **Who Should Attend**

This in-depth, practical training course will help those in a customer-facing role with responsibility for key accounts within an organisation such as field-based Field Sales or Technical Representatives, Key Account Managers, or office-based Customer Service Representatives, to understand the principles and practices of lubricant key account management and how to apply these successfully inside their own organisations. It would also benefit those working in support roles to Key Account Managers to better understand how lubricant key account management works and the interfaces with the organisation.

Due to the nature of the content, Lubricant Key Account Management is only offered as a bespoke course for individual companies.

## **About Your Expert Trainer**

David Whitby is Chief Executive of Pathmaster Marketing Ltd, a business development consultancy for the international downstream oil, gas and energy industries. David began his career with British Petroleum as a process chemist at the Kwinana refinery in Western Australia. He worked for BP for 22 years in a number of management positions, including Marketing and Business Development Manager, Business Manager at BP Ventures, Project Leader for Industrial Lubricants at BP Research and Marketing Services Officer at Duckhams Oils.

David was Programme Director for Lubricants Courses at The Oxford Princeton Programme (formerly the College of Petroleum), where he was responsible for planning the overall lubricants course programme and for the content and marketing of all the courses. He also directed the Advanced Lubrication Training Programme for the United Kingdom Lubricants Association. Over the last thirty years, David has directed and lectured to over one hundred lubricants training courses for more than thirty companies and organisations.

**Course fees**

Please enquire about course fees, this is a three day/two night residential course

To book email [events@ukla.org.uk](mailto:events@ukla.org.uk), or call +44 (0)1442 875922

## **Course Agenda      Lubricant Key Account Management**

### **Day 1 – Principles of Account Management**

09-00	Introduction/Round Robin	Mr R D Whitby
09-15	Fundamentals of Marketing and Selling	Mr R D Whitby
10-15	COFFEE	
10-30	Lubricants Marketing and Sales Channels	Mr R D Whitby
11-30	Understanding Markets: Market Research	Mr R D Whitby
12-30	LUNCH	
13-30	Retail Lubricants: Consumer Buying Behaviour	Mr R D Whitby
14-30	Industrial Lubricants: Company Buying Behaviour	Mr R D Whitby
15-30	TEA	
15-45	Use of PR and Advertising Agencies for Effective Marketing	Mr R D Whitby
16-30	Industrial Market Communications	Mr R D Whitby
17-15	End	

### **Day 2 – Account Management Approaches**

09-00	Detailed Market Segmentation Methods	Mr R D Whitby
10-00	Influence of Automotive Lubricant Packaging on Sales	Mr R D Whitby
11-00	COFFEE	
12-00	Marketing Inputs to New Product Development	Mr R D Whitby
13-00	LUNCH	
14-00	Customer Support Services as a Marketing Aid	Mr R D Whitby
15-00	Devising Lubricants Marketing and Sales Strategies	Mr R D Whitby
16-00	TEA	
16-15	Organisation for Effective Marketing and Sales	Mr R D Whitby
17-15	End	

### **Day 3 – Strategic Lubricant Key Account Management**

09-00	Lubricant Pricing Policies	Mr R D Whitby
10-00	Lubricant Key Account Management	Mr R D Whitby
11-00	COFFEE	
12-00	Supply Chain Management	Mr R D Whitby
13-00	LUNCH	
14-00	Practical Sales Tactics	Mr R D Whitby
15-00	“One Stop Shop” Solutions to Marketing Lubricants	Mr R D Whitby
16-00	TEA	
16-15	Panel Session: Questions and Answers	Mr R D Whitby
17-15	End	