



Oil & Gas Business Development

2015 Date: March 24-26, July 20-22 & November 16-18



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A detailed view of an industrial facility, showing a complex network of pipes, valves, and large cylindrical tanks. The image is in grayscale and is partially obscured by the decorative graphic above it.

OIL & GAS BUSINESS DEVELOPMENT TRAINING

2015 Date: March 24-26, July 20-22 & November 16-18
Venue: OGS Knowledge Centre, Lagos
Lecture Hours: 8.30am - 4.00pm (inclusive coffee and lunch breaks)

LEARNING OBJECTIVES

At the end of the training, participants will be able to demonstrate the following learning objectives:

1. Get insight into the global drivers of the oil industry.
2. Learn proven frameworks for business strategy and execution
3. Learn how to apply proven skills and methodologies for successful client engagement.
4. Discover the personal factors that may make or mar your business development efforts.
5. Develop a personalized strategy for higher performance on return to work.
6. Discover some quick tips to make a high impact business presentation

COURSE AGENDA

This agenda is given for initial guidance only. OGS Faculty draw on their robust experience and skills to address emergent learning needs of the class participants.

DAY 1

- a) Oil and Gas operations overview
- b) Global drivers and players
- c) Doing business in the Nigerian oil industry – competitive analysis frameworks
- d) High impact sales presentations
- e) Business strategy and creative execution
- e) Use personality profiling to understand yourself and your client's behaviours, and to choose the appropriate approach

DAY 2

- a) The nature of complex sales
- b) Consultative engagement in complex selling environments
- c) Managing the sales cycle and the sales pipeline
- d) Understanding buyer cycles, buyer types and buyer roles

DAY 3 –

- a) Tender and contracting processes in the Nigerian oil industry
- b) Nigerian Content – considerations for successful Business Development
- c) Customer Service - Why it Matters in Business Development
- d) Your personal action plan:

Reflect on what you will
Keep Doing, Stop Doing and Start Doing
on your return to work.

- 1.** A Miller Heiman Certified Sales Professional and a Certified Project Management Professional (PMP) He is an electrical engineering graduate and holds a PGD and an MBA in Management. He has vast experience with designing and implementing effective learning interventions and has managed key customer relationships in different industry sectors in this regard. Among clients he has facilitated training for are NNPC, NPA, Nigeria LNG, Brass LNG, Total Nigeria, First Bank, Ecobank, GTB as well as the Lagos and Adamawa State Governments
- 2.** Emmanuel is Managing Partner, Oil & Gas Soft Skills. He worked for Halliburton Energy Services for several years in key management positions covering marketing, training, and sales. He has over thirty years of diverse business and leadership experience, and is an alumnus of the Lagos Business School Senior Management Programme (SMP). He is a member of the Society of Petroleum Engineers (SPE), a FATE FOUNDATION volunteer mentor and instructor, and Fellow of the Chartered Management Institute, UK (FCMI). Emmanuel is also a Certified International Project Manager (CIPM)
- 3.** A seasoned Petroleum Engineering professional with over 35 years cumulative experience in all facets of the oil industry – technical, public relations and commercial. He assumed early technical responsibilities in Well Engineering and Production Technology including a 4-year international working on gas fields. During this period he obtained an MBA in Strategic Management. He retired in July 2008 as General Manager, Business Value and Relations for Africa, in which role he managed the company's business portfolio and was responsible for enhancing portfolio value through commercial negotiations with Government and 3rd parties.
- 4.** Has an MBA from the Lagos Business School. Works in major oil Service Company where he led roles at various times in Corporate Communications, Brand Management, Corporate Affairs & Industry Relationship Management, Tendering & Contract Management, Financial Analyses, Financial Planning, and Business Advisory. He is currently an Assistant General Manager in his organisation.

OIL & GAS BUSINESS DEVELOPMENT TRAINING CUSTOMIZED MODULES

Oil Industry Value Chain Analysis

Performance Management & Bal Score Card

New Product Development

Strategic Thinking

Competitive Intelligence Frameworks

Business Development Trends & Analytics

Client Engagement Strategies in Complex Sales

Business Presentation Skills

Tender & Contracting Processes in Nigerian Oil Industry

Essentials of Strategic Procurement

Project Management Fundamentals

Profiling – Business Development Competence

NOTE: *The depth of coverage of each module may differ based on on the course duration and participants' learning needs.*