Garnet
Garnet Global Training Center

GGT-LU-107

Petroleum Products, Fuels & Lubricants

Lubricants Sales & Technical Marketing

مبيعات مواد التزييت والتسويق الفني

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Lubricants Sales & Technical Marketing turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Quality, handling, marketing and retail of fuels, lubricants and petroleum products. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Lubricants Sales & Technical Marketing to real tasks.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.

Who should attend

Lubrication and fuels specialists, depot and station managers, sales and technical service staff. Practitioners with one to five years of experience benefit most.

Key topics

- Product specifications
- Quality testing
- Storage and handling
- Safety and environment
- Marketing and distribution
- Customer technical service

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Lubricants Sales & Technical Marketing: principles and standards

- Safety and environment
- Measurement and reporting

Day 2 Methods and tools in practice

- Marketing and distribution
- Customer technical service

Day 3 Diagnosis and problem solving

- Product specifications
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation

- Quality testing
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan

- Storage and handling
- Regional and international case studies

10-day outline

Day 1 Lubricants Sales & Technical Marketing: principles and standards

- Safety and environment
- Measurement and reporting

Day 2 Methods and tools in practice

- Marketing and distribution
- Customer technical service

Day 3 Diagnosis and problem solving

- Product specifications
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation

- Quality testing
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan

- Storage and handling
- Regional and international case studies

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Checklists and templates to take away

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Group discussion and peer review

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
10–14 May 2027	5-day online	Live online	Arabic	2,950
14–18 Jun 2027	5-day classroom	Istanbul	English	4,750
8–19 Aug 2027	10-day classroom	Riyadh	English	8,950
21–25 Nov 2027	5-day classroom	Kuwait City	English	4,750
17–28 Apr 2028	10-day online	Live online	Arabic	5,450
11–15 Sep 2028	5-day classroom	Dubai	Arabic	4,750
13–17 Nov 2028	5-day classroom	Paris	English	4,750
18–29 Dec 2028	10-day classroom	London	English	8,950
16–20 Apr 2029	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
4–8 Jun 2029	5-day classroom	Amsterdam	English	4,750
7–18 Oct 2029	10-day classroom	Riyadh	Arabic	8,950
9–13 Dec 2029	5-day classroom	Manama	Arabic	4,750
21–25 Jan 2030	5-day classroom	Singapore	English	4,750
10–21 Feb 2030	10-day classroom	Riyadh	English	8,950
5–9 May 2030	5-day classroom	Manama	Arabic	4,750
18–29 Nov 2030	10-day online	Live online	English	5,450

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/