

# ENERGY INDUSTRY KNOW-HOW FOR SALES

## BASIC SEMINAR, 1 DAY

This seminar especially aims at the target group electricity and gas sales. Particularly in conversations with wholesale customers, a well-founded knowledge of the most important terms and principles of the energy sector is becoming very important. Customers do not simply want to be provided with energy, they want to understand what the energy turnaround means, which source their electricity or gas has and what future price development is to be expected.

## YOUR CONTENT

### Short overview of the liberalised electricity and gas market

- Value chain in the energy industry
- Particularities of electricity: power plants and non-storability

### How is the energy procured for the customer? Electricity procurement

- Basic principles for the management of balancing groups
- Overview of electricity procurement markets
- Difference: SLP and RLM Customers
- Presentation of the various wholesale products (spot market products, derivatives market products)
- Which factors influence the electricity price?
- What effects will the energy revolution have on the markets?

### How is the sales price calculated? The interface between procurement and sales

- Components of electricity and gas prices for end customers
- Connection between procurement strategy and price
- The pricing of load profiles by means of PFC
- Basics of portfolio management
- Risks and pitfalls in the electricity sector

### Selected sales products and their implementation in procurement

- Tranche models, discount models
- Sales products with options
- The "green characteristic" of electricity as selling point: How does the market for green electricity and/or Guarantees of Origin work ?



## TARGET GROUP

- Employees from electricity and gas sales, or with a shift in focus between electricity and gas
- Employees of utilities in the field of business development, etc.

## YOUR BENEFIT

After this seminar, you will be able to:

- To summarise central aspects of the electricity and gas market,
- Reduce friction points at the interfaces between procurement and sales,
- Differentiate between customer groups and the appropriate supply to derive and justify distribution prices.

This seminar is ideally suited as an introductory seminar. It can be upgraded to an expert seminar with add-on and extension modules based on the participants' requirements – **optionally also for the gas market.**