

ELECTRICITY MARKET KNOWLEDGE FOR SALES

SEMINAR, 1 DAY

This seminar is specially designed for the target group of electricity sales. A sound basic knowledge of the most important energy industry terms and principles is becoming increasingly important, especially in discussions with large customers. The customer does not just want to be supplied with energy, but also wants to understand what the energy transition means, from which sources his electricity comes and what price development can be expected in the future.

Your contents

Brief overview of the liberalised electricity market

- The energy industry value chain
- Special features of electricity - power plants, renewable energies and non-storage capability

How is energy procured for the customer? Electricity procurement

- Basics of balancing group management
- Overview of the procurement markets for electricity
- Difference: SLP and RLM customers
- Presentation of the different wholesale products (spot market products, forward market products)
- What factors influence the electricity price?
- What impact does the energy transition have on the markets?

How does the sales price arise? The interface between procurement and distribution

- Components of the electricity price for end customers
- The connection between procurement strategy and price
- The pricing of load profiles by means of hPFC
- 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 optionalities
- The "green quality" of electricity as a sales argument - how does the market for green electricity or guarantees of origin (GO) work?



TARGET GROUP

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

YOUR BENEFITS

- After this seminar you will be able to:
- summarise central aspects of the electricity and gas markets,
 - reduce friction points at the interfaces between procurement and sales,
 - differentiate customer groups and the appropriate supply
 - derive and justify sales prices.

This seminar is ideally suited as an introductory seminar. It can be extended with advanced and extension modules - depending on the needs of the participants - to a special seminar - **optionally also for the gas market.**