

FUEL Vs PROCEDURE

Stop Saying You Have a Buyer for EN590. Nobody Buys the Fuel. They Buy the Procedure.

In this industry I hear the same song every single day. I have a buyer for EN590. I have a buyer for D6. I have a buyer for Jet A1. Fantastic. Join the club. Finding someone who wants product is as easy as finding sand in the Sahara. The real question is completely different. Can your buyer buy the procedure

This is where most so called operators fall apart. In the refined fuels market the product is the least interesting part of the entire equation. EN590 is not the treasure. Jet A1 is not the treasure. The treasure is the procedural compatibility between what the refinery requires and what the buyer is structurally capable of doing. We do not sell barrels. We sell alignment. We sell execution. We sell logistics matched to bankability.

A buyer with no tank farm, no logistics, no acceptance of FOB CIF TTT TTO or whatever the refinery demands is not a buyer. It is a spectator. And spectators do not close deals. The winning play in this business is understanding that the commodity is not the fuel. The commodity is the procedure. If that matches perfectly the product flows as naturally as gravity. If it does not you can forget the whole story before even reaching the LOI.

The next time someone tells you they have a buyer for EN590 ask one simple question. Has he ever bought a procedure