

LinkedIn Outreach Playbook

10 verified European refinery targets. Message templates.
Execution cadence. Your fastest path to real, fraud-free
counterparties.

PREPARED FOR

Jamal Echols — BarrelBridge

ISSUED

September 2026

Why LinkedIn.

Why Now.

The petroleum brokerage space is saturated with fraudulent inbound outreach — as BarrelBridge's own DD case log demonstrates. The most reliable path to a real, bankable counterparty is **targeted outbound** to verifiable people at institutions that publicly trade the grades you handle.

Mid-tier European refineries are the ideal first target: they process West African and Atlantic Basin grades, they operate independently of the majors, they are less saturated by broker outreach than Shell or BP, and their procurement decisions are made by a small, identifiable team.

10

Verified refinery targets across Europe

3

Message templates for different contexts

4

Week cadence from connect to conversation

THE GOLDEN RULE

Never reach out to someone on LinkedIn who contacted *you* first via WhatsApp, email, or a cold message offering a mandate. Legitimate counterparties don't source brokers that way. This playbook is for **outbound only** — people you identify, verify, and approach on your terms.

Finding the Right Person

The title matters less than the **verification**. Use this exact method before sending any connection request.

1

Search LinkedIn by Company + Title

Type the company name + target title in the search bar. Filter by *People* → *Current Company*. Good titles: "Crude Supply Manager", "Head of Crude Procurement", "Trading Director", "Supply & Logistics".

2

Check Tenure — Minimum 3 Years

A real employee at a refinery typically has 3-10+ years at the company. Profiles with less than 18 months tenure are worth skipping at this stage. Look for overlapping roles that tell a consistent career story.

3

Check Their Network

Do their connections include other people at the same refinery? Other known industry professionals? 200+ connections with industry overlap = genuine profile. Under 100 connections, no photo, joined recently = skip.

4

Confirm the Company Email Domain

Cross-reference the company's official website. If the domain they list matches a major refinery's published domain, that's a good signal. Free email domains (Gmail, Yahoo, Hotmail) on a "procurement director" profile is a red flag.

5

Send Connection Request Only — No Note Yet

Week 1 is connections only. Send the connection request without a message. Wait for acceptance before messaging. Leads who accept a blank request are warmer and more likely to respond to your message in Week 2.

10 Verified European Refinery Targets

1

Galp / Moeve Portugal / Spain

BLCO Fit ★★★

TOP PRIORITY

Refinery: Sines, Portugal — Atlantic-facing, major West African crude importer. Publicly growing Atlantic Basin supply. BLCO grades are a natural fit for their slate.

Search: "Supply & Trading" / "Crude Oil Manager" at Galp or Moeve

2

Saras / Sarroch Italy (Sardinia)

West African ★★★

TOP PRIORITY

Refinery: Sarroch — one of Europe's largest single-site refineries by throughput. Historically processes West African grades. Less saturated by broker outreach than mainland majors.

Search: "Crude Supply Manager" / "Trading Director" at Saras

3. Tüpraş — Turkey

Izmit, Kirikkale, Izmir, Batman refineries. Diversifying away from Urals — strong West African interest. Search: "Crude Oil Supply Director"

4. HELLENiQ Energy — Greece

Aspropyrgos, Elefsina, Thessaloniki. Med sour and West African grades. Search: "Oil Trading Operations" / "Supply & Trading Manager"

5. Preem — Sweden

Lysekil & Gothenburg. North Sea + Atlantic Basin buyer. Search: "Crude Oil Buyer" / "Supply Chain Manager Crude"

6. PKN Orlen — Poland

Płock — 16 mtpa. Replacing Russian supply with West African alternatives. Search: "Crude Procurement Manager"

Targets 7–10

7. MOL Group — Hungary

Százhalombatta refinery. Replacing CIS supply with West African and North Sea grades following geopolitical shifts. Strong procurement appetite.

Search: "Crude Supply and Trading"

8. Neste — Finland

Porvoo refinery. Processes Atlantic Basin grades. Strong sustainability agenda — if you ever handle certified or RSPO-linked feedstocks, this is the right relationship to build now.

Search: "Crude Supply" / "Trading Origination"

9. OMV — Austria

Schwechat refinery, Vienna. Diversified slate — CIS alternatives, West African, North Sea. Mid-size, independent procurement function. Established trading arm.

Search: "Supply & Trading" / "Crude Procurement"

10. Eni — Italy

Sannazzaro & Taranto refineries. Significant West African upstream presence means their supply desk knows the grades intimately. Warm familiarity with BLCO grades.

Search: "Supply & Logistics" / "Crude Trading Manager"

⚠ A NOTE ON THE MAJORS

Shell, BP, TotalEnergies, and Equinor are deliberately excluded from this list. Their procurement decisions are made through long-term frameworks and internal desks with established supplier panels. As a new broker, your connection request is unlikely to reach the right desk. Mid-tier independents are where brokers actually break through — start there and build the track record that opens the door to the majors later.

3 Templates.

3 Situations.

TEMPLATE A

Cold, No Mutual Connection — Best for: Tüpraş, HELLENiQ, Preem, PKN Orlen

Hi [First Name],

I work with BarrelBridge — we broker verified crude supply transactions, primarily West African and Atlantic Basin grades, on CIF-Europe terms.

I noticed [Company] has been [diversifying away from Urals / expanding capacity / processing West African grades] — we work with producers and mandate holders in that supply corridor and thought there might be a useful conversation here.

No pitch — just a straightforward introduction. Would a 15-minute call make sense?

Best,

Jamal Echols | BarrelBridge

TEMPLATE B

Strong BLCO angle — Best for: Saras, Galp/Moeve, OMV, Eni

Hi [First Name],

Jamal Echols at BarrelBridge here. We facilitate verified crude transactions between West African producers and European refineries — primarily BLCO and similar Atlantic Basin grades on CIF-Europe terms.

[Company]'s refinery configuration is well-suited to those grades, and we're currently qualifying buyers for a small number of vetted supply mandates. We do full counterparty due diligence before introducing anyone, so the conversations tend to be straightforward.

Worth a brief call to see if there's alignment?

Best, Jamal

TEMPLATE C

Event Follow-Up — Use after African Energy Week (Cape Town, Oct 2026)

Hi [First Name],

Great to be in the same space at African Energy Week last week. I'm with BarrelBridge — we broker West African crude supply to European and Asian refineries with a focus on verified, fraud-free counterparties.

Would love to continue the conversation. Are you free for a 20-minute call this month?

4-Week Cadence

WEEK

1

Connect — No Message

Identify 2–3 verified people per company. Send connection requests with **no note**. Your goal this week is purely to get accepted. Send max 20 requests total to stay within LinkedIn limits and avoid being flagged.

WEEK

2

Send Initial Message

Message everyone who accepted in Week 1 — use Template A or B depending on the target. Send no more than 10 messages this week. Personalise each one — insert the actual company name, the specific refinery, and one specific relevant detail ("I noticed Sines is increasing Atlantic Basin throughput...").

WEEK

3

One Follow-Up Only

For non-responders: one brief follow-up only. Something like: *"Hi [Name], just following up on my message last week — happy to share a bit more about BarrelBridge if timing is better now."* Never follow up twice. A second chase signals desperation and damages your credibility.

WEEK

4

Engage + Post

For still-silent contacts: engage with posts they've shared — leave a substantive comment on industry news (crude pricing, sanctions shifts, refinery capacity updates). Post 1× per week on the BarrelBridge LinkedIn page: market commentary, DD insights, fraud warnings. Inbound starts to build.

July
17

ONGOING — Post Weekly

1× per week on BarrelBridge LinkedIn: crude market insight, DD case study (anonymised), or fraud warning. This builds the profile that makes your connection requests get accepted faster in future rounds.

One real conversation is worth a hundred inbound messages.

The goal of this playbook is a single qualified call with a real procurement professional at a real European refinery. That one conversation — done right — is the beginning of a transaction relationship that lasts years.

Don't chase volume. Chase verification. The same rigour you apply to incoming DD assessments applies to the counterparties you approach.

Contact

jamal@petrobarrelbridge.com

www.petrobarrelbridge.com

CLASSIFICATION

Internal — Not for Distribution

© 2026 BarrelBridge