

Welcome to July

Featured this month: Sales Excellence Assessment | The Power of Insight Over Information | Are you losing business because of price?

June has been another exciting month for team for Plan. Grow. Do. We've travelled across Europe hosting bespoke courses with clients, released our [Sales Excellence Assessment](#) and moved into a new office!

We've got lots of resources to share in this newsletter so grab a cuppa, sit down and keep up to date with our latest B2B sales insights.



Try our 5-minute Sales Excellence Assessment!

Tired of missing targets? Unsure how to make a difference? You've been missing targets and the response might be to push the team harder: make more calls, drive more miles, dial more numbers. But what if they're already maxed out?

The real issues could lie in the quality of leads, the CRM tool, the data, or even the sales process itself. Maybe it's the strategy—or dare I say it—the sales leadership.

Without stepping back to take a holistic look at your sales approach, you'll find yourself in the same predicament at the end of July if you continue with no change.

In just 5 minutes, you'll gain a clear view of your current state and receive practical, practitioner-based advice on how to move forward.

Don't let finding those five minutes stop you, take the assessment during your lunchbreak today and who knows you might gain sudden clarity!

[Get your free report today!](#)

How to create meaningful insight for better sales outcomes



Any insights yet? How to create meaningful insights for better sales outcomes

In the business world, many professionals misuse the term "insight," often conflating it with simple data points, observations, or basic human truths.

Chris Kocek, author of ["Any Insights Yet?"](#) and CEO of Gallant Branding, emphasises that true insight is much more profound. It's not just about knowing that "75% of consumers prefer online shopping" (a data point) or recognising that "people are time-poor" (a human truth). Instead, an insight combines these elements to form a new, actionable perspective that can drive real change.

In this podcast episode, Rob speaks with Chris Kocek and uncovers what constitutes a genuine insight, practical methods to generate and apply insights in your business, and inspiring examples of how leading brands have successfully leveraged insights to disrupt their industries.

Whether you're a sales professional, marketing leader, or business owner, this conversation with Chris Kocek will equip you with the tools to think differently and drive meaningful innovation in your organisation.



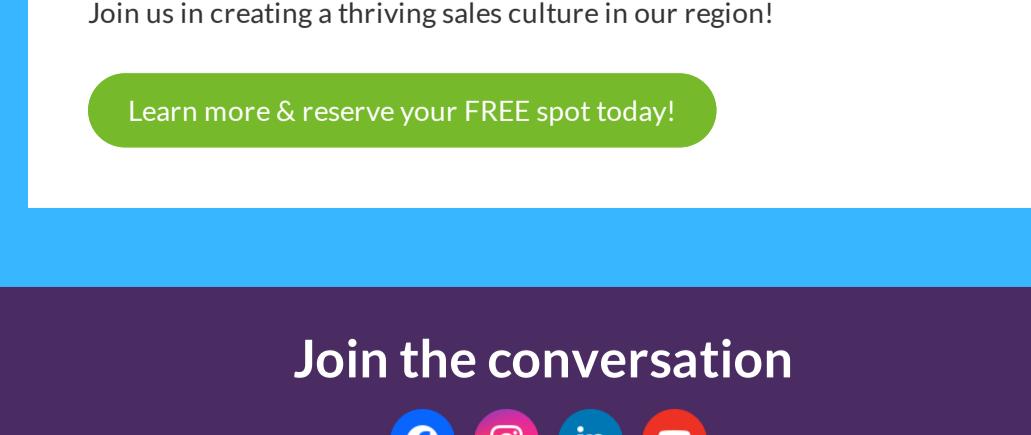
Bespoke Training with Shell in Belgrade

Earlier this month we had a fantastic three days training the Shell Macro Distributors South team in Belgrade. Working with their team using a bespoke training course, we helped them identify best practices and areas for development to start building a more coherent sales process.

The first two days were focused on how buyers buy and sales skills and the third day was focused on sales coaching to apply modern selling frameworks and bridge any gaps between traditional and modern selling.

Thanks to the team at Shell for having us! We look forward to continuing training their teams and developing their sales excellence.

[Ready to train your team the Plan. Grow. Do. way? Get in touch!](#)



Are you losing business because of price? It isn't your buyers' fault - read this!

Did you know that only 12.5% of lubricant buyers are significantly influenced by competitor offers or actions? This surprising statistic challenges the common belief that competition is the primary reason for lost sales.

In the world of B2B sales, it's easy to become fixated on what our

competitors are doing. We often assume that our failures in closing deals

stem from better offers or strategies from our rivals. This mindset leads us

to hide our secrets and true value, complicate our messages, and focus on

outdoing competitors on price rather than understanding and addressing

our customers' needs.

If we continue to assume we only lose on price, are we not ignoring the fact that what we need to do for our buyers to buy from us by not offering the information they need in their own place? When buyers go to price, so, whose responsibility is it to ensure that our value propositions are clear, compelling, and customer-focused?

Instead of getting caught in the price trap, it's crucial to delve deeper into what truly drives your customers' price decisions. By focusing on their needs and delivering clear, compelling value, you can create a stronger, more resilient sales strategy that transcends mere price competition.

Our latest article explores effective strategies for shifting your focus from price wars to value-driven sales, helping you retain and win more business in a competitive market.

[Learn more & reserve your FREE spot today!](#)

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