

## Welcome to June

Featured this month: The Trojan Post | LinkedIn Training | Training with Shell UAE Macro Distributor teams | Storytelling for B2B Sales

From Chesterfield to Dubai, May has been a busy month for team Plan. Grow. Do. We hosted another [Eat Sales For Breakfast](#) sales networking and training morning, trained the Shell Macro Distributor teams, worked with [Certas Lubricant Solutions](#) and shared a variety of content to help develop your sales skills.

June is set to be another exciting month! Keep your eyes peeled for more updates, events and B2B sales content (from our new content studio!)



### The Trojan Post: Why the New Cold Calling on LinkedIn Needs a Rethink

Are you guilty of trojan posting on LinkedIn?

The evolution of sales tactics from the physical to the digital realm has not only changed how we interact, but also how some utilise platforms like LinkedIn for direct sales.

This shift is epitomised by what we've termed the "Trojan Post," a method that mirrors the old-school technique of cold calling.

So, how can you utilise LinkedIn for B2B sales without taking the trojan post approach?

[Learn about Trojan Posting and how to change your tactics](#)



### Social Selling Training

Following on from our blog post above, it's important for B2B sales professionals to fully understand LinkedIn to get the most from it.

With consistency and a strong strategy, LinkedIn for B2B sales can help you reach decision-makers, build a relevant network, research your competition, build trust, foster relationships, reach new audiences and share positive news.

Thank you to Certas Lubricant Solutions for having us educate their team on LinkedIn last month. It was an interactive and engaging day with interesting discussions, ideas and new insights learned.

Ready to start maximising LinkedIn for sales?

[Enquire today about our LinkedIn Training Sessions](#)



### Training with Shell UAE Macro Distributor teams

Earlier this month we visited Shell in the UAE to help their Macro Distributor teams using our Sales Pipeline Management Training. Over two days, the teams identified areas of development, how to implement best practices within their organisation, learnt about SPANCOP and consolidated their learning through group discussions, workbooks and playing Plan. Grow. Do.'s funnel vision board game.

Thank you to Shell for the hospitality and choosing Plan. Grow. Do. for sales training and development. We had a fantastic few days and we look forward to continue working with Shell.

[Learn more about our Sales Pipeline Management Training](#)



### Are B2B Leaders Allergic to Storytelling?

Whether you think you do or don't, everyone has a story to tell and storytelling is an essential yet often overlooked skill in business communication.

Joined by leadership expert [Karen Eber](#), we delved into the art of storytelling tailored for B2B leaders. We explore the significance of storytelling in business communication, covering its power in today's fast-paced, tech-driven world, common pitfalls for leaders, practical tips for crafting compelling narratives, and real-world examples of its transformative impact.

Karen Eber shares insights from her work with Fortune 500 companies, addressing how leaders can overcome storytelling fears and enhance message impact. Whether seasoned executives or aspiring leaders, this discussion offers actionable advice for connecting deeply with teams, stakeholders, and clients.

## Join the conversation

