

Must-read Sales Research & Resources!

Featured this month:

Beyond the Blend Podcast | Skills or Lead Generation problem? | Buyer Revolution Research | Customer Training

As February kicks off, it's easy to think, "There's still plenty of time this year." But here's the thing: Sales is constantly evolving, and staying ahead means seizing every opportunity.

Our work and research in the lubricants industry have uncovered valuable insights that apply to all B2B sectors. Whether you're in lubricants or any other field, there's a wealth of knowledge to be gained from our podcasts and Buyer Revolution research.

So grab a cup of tea (preferably Yorkshire!), settle in, and get ready to be inspired!

**Inspiring stories & insights from the industry's best!**

Curious about what it takes to reach the top? *Beyond the Blend* is a podcast series that delves into the personal and professional journeys of leading figures in the lubricants sector.

Hosted by Steve Knapp and Rob Taylor from Plan. Grow. Do., the podcast features conversations with some of the industry's top talent, sharing inspiring stories of challenges, successes, and valuable lessons. *Beyond the Blend* highlights the diversity within the lubricants industry and offers actionable insights to help B2B professionals across all sectors thrive.

Listen for free on Spotify and Apple Podcasts.

[Listen for free!](#)**Do you have a sales skills problem or lead gen problem?**

Are longer sales cycles, harder-to-reach decision-makers, and complex new opportunities holding your team back in B2B sales?

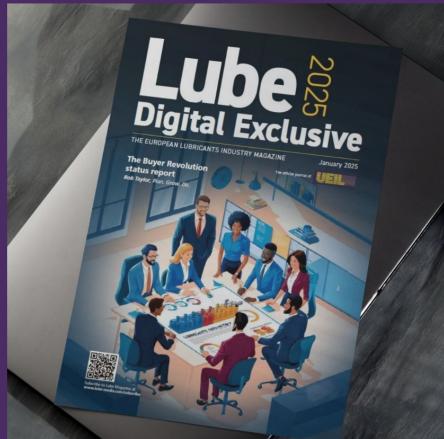
While sharpening skills like closing and objection handling is essential, the real bottleneck often lies further upstream - attracting the right leads and building sustainable sales pipelines.

In our latest blog, explore these challenges using the SPANCOP framework and uncover:

How the B2B selling environment has evolved

Why lead generation is often the overlooked culprit

Strategies to thrive in today's complex sales landscape



The data doesn't lie!

You hear us all the time saying that sales is changing and our Buyer Revolution research is confirming just that.

In collaboration with [UKLA](#) and [Lube Magazine](#), we've been conducting research into shifting buyer behaviours in the lubricants industry.

Our research provides insights into how buyers' preferences and decision-making processes are evolving, with a focus on trends like sustainability, digital engagement, and value-driven relationships.

This research helps businesses adapt their sales strategies, refine marketing efforts, and align offerings with the needs of modern buyers.

Ready to hear what industry buyers want?

[Learn more in the January 2025 Lube Magazine Digital Exclusive!](#)



Buyer Persona Day with Pennine Lubricants

We had the pleasure of working with the fantastic team at [Pennine Lubricants](#) last month for our Customer Personas Training.

During the session, we helped their team transform data points and feedback into clear, actionable insights about their ideal buyers.

But understanding your customers is just the beginning. Our approach goes further with connected sales playbooks that empower sales teams to adopt the right behaviours and disciplines, driving better outcomes.

A big thank-you to Pennine Lubricants for training with us - Stay tuned for more updates on the exciting work we're doing with their team!

[Learn more about our Customer Training](#)

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