

Happy New Year!

Let's get ahead in 2025!

As we step into January 2025, it's time to set the stage for your best sales year yet. The B2B landscape is ever-evolving, and now is the perfect time to refresh your approach and align with your buyers' priorities.

Remember, January is more than a starting point; it's a momentum builder. Let's turn possibilities into results and relationships into partnerships.



Do you have gaps in your sales process? Let's find out!

Answer 14 quick questions to assess your current sales process and receive personalised insights to streamline, optimise, and boost revenue.

Built on the proven SPANCOP Sales Methodology, our quiz leverages insights from hundreds of B2B companies to deliver actionable, impactful results tailored to your business.

[Take the quiz for instant insights](#)

**Leyla
Alieva**



**Beyond
the Blend**

The People In Lubricants Podcast

Beyond the Blend - EP1 is now live!

In our first episode of *Beyond the Blend*, Steve Knapp interviews Leyla Alieva, CEO and Co-founder of Neol Copper Technologies. Leyla shares her inspiring journey from finance to transforming the lubricant industry, offering insights on leadership, diversity, and innovation. She discusses the challenges of running a startup in a conservative sector and her "why not" philosophy that drives her mission to challenge norms. Tune in for authentic wisdom and connect with Leyla to explore her vision further.

[Listen on Spotify & Apple Podcasts](#)





Step Up in 2025: Owning the Top of the Sales Funnel

B2B sales is evolving rapidly, and what worked in 2024 won't suffice in 2025. Success lies in owning the top of the funnel through visibility, value creation, and meaningful relationships.

Stop waiting for leads - take responsibility, dominate SPANCOP stages, and adapt to buyer demands for authenticity, value, and seamless experiences.

[Learn more by reading our latest blog post](#)

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