

Make more sales this March with our B2B sales insights & tips!

Featured this month:
Lubricant Sales & Marketing | The Sales Pipeline Illusion |
Beyond the Blend | B2B Sales Readiness Quiz

Spring brings fresh opportunities and new momentum for your sales strategy.

Whether you're refining your pipeline, sharpening your approach, or seeking fresh insights, we've got you covered.

This month, we're bringing you two must-listen podcasts packed with modern selling techniques and actionable tips.

So, grab your earphones, tune in, and take notes - you won't want to miss this!

episode #63

How to SELL Lubricants



Steve Knapp - Plan Grow Do

Mastering Lubricant Sales and Marketing with Steve Knapp | Lubrication Experts Podcast

Plan, Grow, Do.'s Steve Knapp joined Rafe Britton to discuss the evolving landscape of lubricant sales and marketing on the Lubrication Experts Podcast.

The podcast episode explores:

- ✓ Sales funnel vs. pipeline—why the distinction matters
- ✓ How LinkedIn & social media shape today's buyers
- ✓ Insights from the UKLA Buyer Revolution Survey
- ✓ Shifting from technical selling to value-driven conversations
- ✓ Actionable strategies to boost sales & marketing

Packed with expert insights, this episode is a must-listen for anyone in the lubricants industry.

[Listen now!](#)



Is it bad to have a full sales pipeline?... Why your sales pipeline could be lying to you...

The sales pipeline illusion is real.

A full sales pipeline looks great until you realise that most deals are just hopeful conversations with no clear path to closing.

In industries like lubricants, outdated sales habits create blockages that slow deals, waste time, and give a false sense of momentum.

The best sales teams don't just fill their pipeline - they filter it. They engage with real buyers, real budgets, and real urgency.

Is your pipeline flowing or just stuck? Read the full blog to find out how to fix it & close more deals.

[Have a quick read of our blog post!](#)

PLAN.GROW.DO.
The B2B Sales Agency

Richard Camper



 **Beyond the Blend**
The People In Lubricants Podcast

Richard Camper talks lubricants, life and the future of the industry

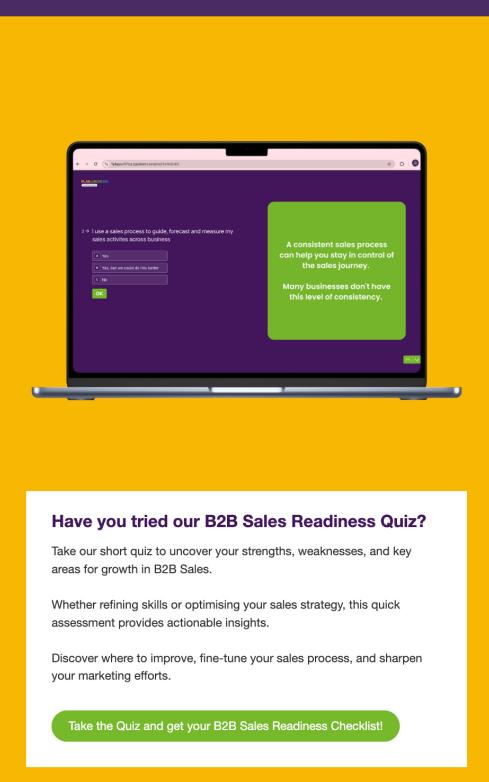
The lubricants industry sits at the crossroads of sustainability, innovation, and essential operations. Yet, it struggles with talent retention, technological adoption, and outdated perceptions. In this episode, Rob Taylor sits down with Richard Camper, ILMA President (2025) and EVP of Hasco Oil, for a candid discussion on how the industry can evolve and thrive.

In this episode we sit down to discuss:

- 💡 Lubricants as a key player in energy efficiency & sustainability
- 💡 Talent attraction – Changing the narrative to draw in top talent
- 💡 AI's impact – Reshaping sales & decision-making
- 💡 Digital transformation – Meeting modern customer expectations
- 💡 Leadership & growth – Lessons from Richard's career

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