

How mature is your sales process?

Featured this month:

Sales Process Quiz | LinkedIn Strategy | ILMA

Moving into November, we have lots of resources to get you thinking and adapting to the ever-changing world of B2B Sales! Discover where your company stands in value creation with our Sales Process Maturity Report quiz - an insightful tool for your team's growth. Plus, catch highlights from our session at ILMA 2024, where we shared key findings on shifting buyer behaviours in the B2B lubricant industry.



Transforming Your Sales Process for Maximum Impact

Our Sales Process Maturity Report results are in, and there's clear room for improvement in value creation from sales.

Over half of respondents scored at the Novice level, indicating many companies are not fully leveraging their sales processes for revenue growth. While 35% are progressing in this area, achieving a well-defined sales strategy aligned with business goals is critical.

Prioritising sales cycle efficiency, revenue, and customer satisfaction can unlock your sales potential.

To see where your company stands and identify improvement opportunities, [take our Sales Process Maturity Report quiz and start enhancing your sales strategy today.](#)

[Take the quiz!](#)



What's your posting strategy 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 more about the do's and don'ts of LinkedIn!](#)



Reflections on our ILMA 2024 talk

At the ILMA Annual Meeting 2024 in Colorado Springs, we were excited to present "The Buyer Revolution: Navigating the B2B Lubricant Landscape"!

Sponsored by BASF and introduced by Marius Vaarkamp, our session inspired valuable discussions on evolving buyer behaviours in the lubricant sector.

Key emerging trends in this buying landscape are reshaping business strategies:

Buyer Preferences: Value, service, and personalisation outweigh price.

Customised Solutions: Tailored offerings are now expected.

Informed Buyers: Buyers seek meaningful insights from sales teams.

Customer-Centric Sales: Address real needs over products.

Adaptability: Agility is crucial in a shifting market.

The Buyer Revolution is transforming industry practices—stay connected as we drive this conversation forward!

[Learn more B2B insights from our Buyer Revolution Research](#)

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