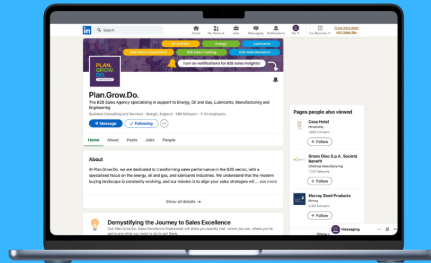


## Are you missing half your market?

Featured this month:  
Free LinkedIn Resource | A Sales Trap We Must Avoid |  
Client Highlights | Sales Pipeline Management

From optimising your LinkedIn profile to reaching untapped prospects, our free resources are here to ensure you're not missing out on half your market. Get started and get inspired this October!



### Is it time to take LinkedIn seriously?

Are you finding that your sales teams more traditional methods of engaging with potential buyers are being outpaced by a more informed, content-hungry audience?

Ready to try something new?

Get your profile up and running today with our free checklist!

[Download and learn more about LinkedIn for B2B Selling](#)



### A Sales Trap We Must Avoid

Good customers can turn bad when sales teams fail to adapt their approach to evolving customer needs and expectations. Instead of continuing a personalised and relevant sales process, many teams rely on outdated, one-size-fits-all methods that alienate loyal clients. This shift often leads to customer dissatisfaction and disengagement.

In this article, we explain why this happens, the warning signs, and how to prevent good customers from going bad.

[Don't get caught in the trap! Read our recent article.](#)



Feedback from Navitor Industries

Success! We received fantastic feedback from our partners at Naylor Industries, where Helen Jowitt, their Learning and Development Manager, shares her team's positive experience working with Plan. Grow. Do!



### Neol Copper Technologies - Getting a better understanding of the Fleet buyers!

We're delighted to announce our partnership with Neol Copper Technologies!

Together we will be working on buyer experience innovations in the fleet industry and helping them gain deeper insights into their customers.

So, if you're a Fleet Owner or Fleet Manager, please take a few moments to complete a short survey and share your valuable input!

Fleet owners - <https://1ybppv717cq.typeform.com/to/gyApvsXI>

Fleet Managers - <https://1ybppv717cq.typeform.com/to/JWhKwKZx>



### Sales Pipeline Management doesn't have to be dull!

Say goodbye to standard sales presentations and hello to immersive, engaging training! Sure, we'll have a PowerPoint (who doesn't love jotting down notes from slides?), **but** our B2B Sales Pipeline Management Training goes far beyond that!

Reinforce your learning with interactive workbooks, industry-specific discussions, and real-world scenarios. Plus, with our exclusive Funnel Vision Board Game, we deliver sales training that your team will actually remember!

A big thank you to the incredible team at Certas Energy for having us host their Sales Pipeline Management Training! We can't wait to work with you again in the future.

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

### Join the conversation



[Unsubscribe](#)