

## Sales tips & strategies for success this September!

Featured this month:  
Rethinking B2B Sales KPIs | Science of Sales Follow-Up |  
World Class Reputation | ILMA Annual Meeting 2024

Kick off September with fresh insights, ideas, and inspiration from our free resources and downloads. This month's newsletter is loaded with tips and industry statistics designed to help you thrive and succeed in today's B2B selling landscape.



### Rethinking B2B Sales KPIs

In one of our recent videos, Steve discusses the need for re-evaluating B2B sales KPIs to better align with changing buyer behaviours. **What KPIs are important for modern selling?** Watch the video to find out Steve's findings.



### The Art and Science of Sales Follow-Up: Striking the Right Balance

In the world of sales, follow-up is often seen as both a crucial strategy and a delicate balancing act. For many salespeople, following up can evoke a mix of emotions—ranging from the fear of being perceived as a pest to the frustration of being ghosted by potential clients.

Learn our top tricks and statistics you can use to improve your sales follow-up.

Improve your sales follow-up this September!



5 Challenges in B2B

## Sales Pricing and Price Increases

### 5 Challenges in B2B Sales Pricing and Price Increases

Pricing and price adjustments are vital aspects of the B2B sales landscape, directly influencing a company's revenue and profitability.

Discover strategies for navigating B2B pricing in our free digital guide.

[Download your free copy](#)

PLAN.GROW.DO.

The B2B Sales Agency

## We are proud to share a world class reputation!

### 70.97 NPS ✓

From sales teams across the globe!

Thank you to all those who place their trust in the team at Plan. Grow. Do.

\*From 87 respondents from Jan to Jul 2024



#### Check out our NPS Score!

We're proud to announce and share with you our NPS score of 70.97!

Thank you to all the sales professionals, teams, and organisations we've had the privilege of working with. As the modern sales landscape continues to evolve, we look forward to continue driving sales excellence in B2B organisations.

[Learn the Plan. Grow. Do. way!](#)

## ILMA ANNUAL MEETING



### ILMA Annual Meeting 2024 - We'll see you there!

We're delighted to be heading back to Colorado Springs next month for the [Independent Lubricant Manufacturers Association Annual Meeting](#). Last year they hosted a fantastic event full of insightful talks, networking opportunities and fun activities.

Keep your eyes peeled for details on the talk we'll be hosting, 'The Buyer Revolution: Navigating the B2B Lubricant Landscape'.

### Join the conversation



