

## Welcome to April!

Featured this month:  
Buyer Revolution, Price Transparency on websites, and Fun  
in the Balkans!

This month, we're diving into two hot topics shaping the future of B2B sales. From the ongoing debate about pricing transparency in the lubricant industry to high-energy sales training in the Balkans, these discussions highlight just how much the buyer landscape is evolving. Ready to join in?



### 💡 The Buyer Revolution & Lubricant Price Transparency

Modern B2B buyers want quick, self-service access to information—but are suppliers keeping up? Steve Knapp recently reviewed nine lubricant supplier websites and found that only two displayed pricing. The post has sparked a heated debate: should pricing be openly available, or does it risk oversimplifying complex purchasing decisions? Some argue that transparency builds trust, while others say price alone doesn't tell the whole story. Where do you stand?

[Join the discussion](#)



### 🌍 Sales Training in the Balkans

What happens when the region's leading lubricant Macro Distributors come together to level up their sales game? We recently delivered a powerful Plan Grow Do sales training session to Shell's MD partners across Bulgaria, Montenegro, Serbia, Bosnia, Greece, Romania, Hungary, Croatia, and North Macedonia. The focus? Understanding the modern buyer, adapting sales strategies, and driving stronger customer engagement in a fast-evolving marketplace. The response was overwhelmingly positive, with fresh perspectives and practical takeaways for distributors working at the sharp end of the industry. Want to hear what top sales professionals are learning?

Click, comment, and let's drive the conversation forward! 🗨️

[Join the conversation](#)

**Elaine Hepley**



## Beyond the Blend

The People in Lubricants Podcast

### 💡 New Beyond The Blend Episode – Finding Purpose with Elaine Hepley!

This month, **Beyond The Blend** brings you an inspiring conversation with **Elaine Hepley**—a data-driven problem solver, varnish mitigation expert, and passionate advocate for helping others. Hosted by **Steve Knapp**, this episode dives deep into Elaine's unconventional career journey, from the automotive industry to leading breakthroughs in lubricant analysis. But it's not just about data—Elaine's mindset, leadership, and commitment to giving back make this an episode you won't want to miss.

In this episode we sit down to discuss:

- 💡 How does data tell a story?
- 💡 Why does mindset matter in overcoming challenges?
- 💡 What's the deal with pulling a Boeing 727?!

[Listen now](#)



### 📢 The Case for Content in B2B Sales – Free Download!

Today's B2B buyers are more informed than ever, researching solutions long before speaking to a salesperson. So, how do you stay relevant and top of mind? **Content**. But not just any content—the right content, at the right time, for the right audience.

At **Plan Grow Do**, we believe content is the key to modern B2B sales success. That's why we've put together a **free, practical guide** to help you use content effectively to attract, engage, and convert more customers.

- 💡 Why does content matter in B2B sales?
- 💡 What should you post—and where?
- 💡 How can you create content that sells?

[Grab your free download](#)

## Join the conversation

