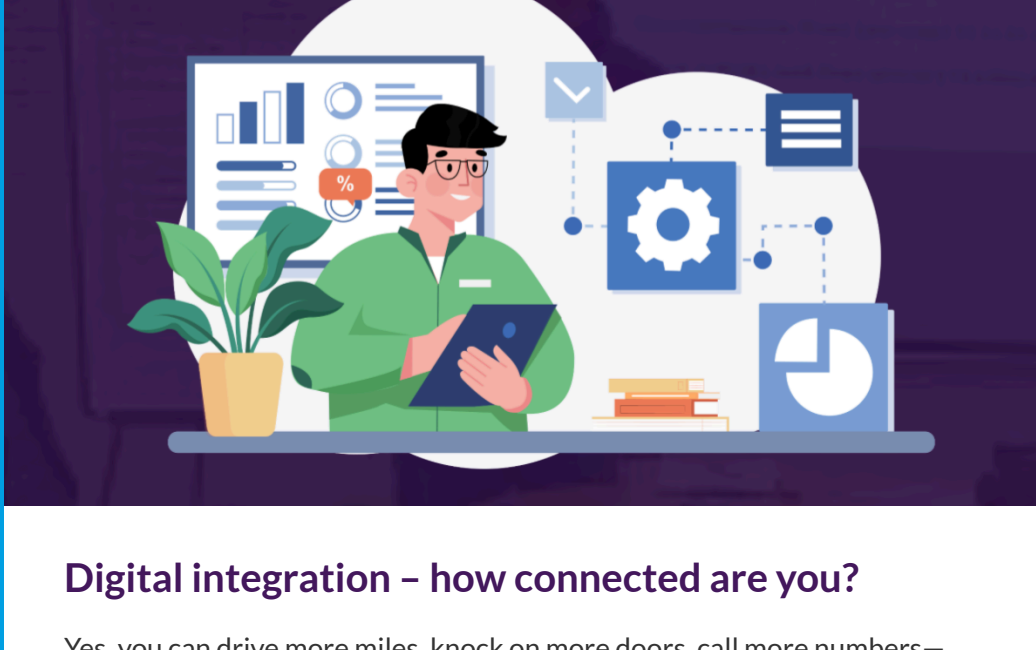


## Welcome to August!

We're all going on a Summer Holiday!

It's August! It seems so many of us are enjoying some holiday time and we hope the holidays is a good time for many to relax and refocus for a busy Q3 and Q4 ahead!

We've added some suggested resources for you over August, here's your monthly fix!



### Digital integration – how connected are you?

Yes, you can drive more miles, knock on more doors, call more numbers—but if you keep doing more of the same and expect better results, you're setting yourself up for disappointment.

It's time to stop and take a hard look at how you're setting your business and your team up for success from the eyes of a modern and changed buyer.

The **Digital Integration For Sales workshop** may just be the first step you need.

[Check out the workshop](#)



### The Sales Process and Preparing For Sales Conversations

We've been with our friends at Fuchs this month working with the industrial and automotive teams as they bring the team together for two brilliant days discussing the Sales Process and a focus on better preparation for sales meetings. A staggering amount of buyers think the sales person is underprepared so we want to contribute to better sales conversations and better relationships between buyer and seller.

*Read more from the blog about sales meeting preparation!*

[Read more](#)



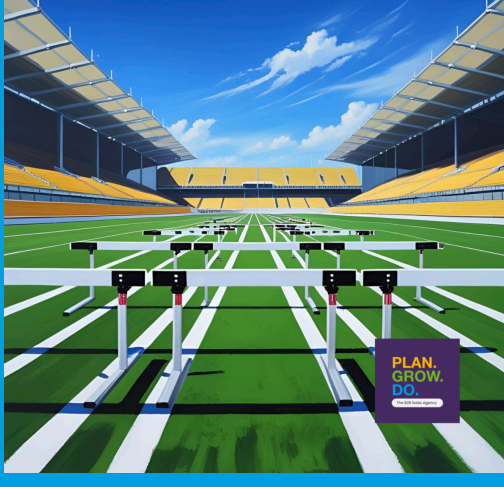
### Plan Grow Do in the Community – the Naylor golf day.

The Naylor Golf Day is a time when business comes together to raise money for a good cause. We were proud to contribute to the [Lighthouse Charity](#). Whilst the cause was a good one, the day was also competitive so lots of fun was had by all. It's a great day so do keep an eye out on how you can support Naylor with their charity work next time!

[Check it out](#)

### Latest articles on the Plan Grow Do newsfeed

Develop your skillset, challenge your thinking or learn a new approach with some of the latest resources available now on Plan Grow Do.



A Mid-Year Reflection on What's Hurdles Are Holding Salespeople Back and How to Fix It

[Read more](#)



Where Is the Growth Coming From?

[Read more](#)



If You're Not Adding Value, You're Adding Noise – What Buyers Really Want From Account Managers

[Read more](#)



### Beyond The Blend LIVE! Coming to Lubricant Expo Europe in Dusseldorf

You might have seen we are taking Beyond The Blend on the road! We're proud to have been with the Lubricant Expo Europe in Dusseldorf. We will be contributing to the event with a live panel discussion which we'll be recording for Beyond The Blend. If you're heading to Dusseldorf in September we hope to see you there.



### Beyond The Blend latest episodes!

We continue to drop fresh conversations for your listening pleasure on Beyond The Blend, available on Apple Podcasts, Spotify and YouTube Podcasts.

The latest episodes feature Caitlin Jacobs and Bhavika Sachdeva, two must listen episodes.

Check it out below and be sure to smash that subscribe and show some support for the podcast that is shining the focus on the people of the lubricant industry! Also available on Apple Podcast!

[Listen on Spotify](#)

[Listen on Apple Podcasts](#)

We're excited to have several [friends of Beyond The Blend](#) who are supporters of the pod, showcasing the people of the lubricants industry.

Check them out on the web and if you want to become a friend of the podcast, get in touch!

Happy August!  
Team PGD

### Join the conversation

