

July in focus – why the basics still matter.

And what you can do about it.

Welcome to July, we've had the longest day of the year here in the UK and it feels like it's full steam ahead across a very exciting Summer!



Why Traditional Sales Skills Still Matter (More Than Ever)

Practising the basics is no longer a luxury, but it could be a competitive advantage.

On a recent visit to Odense in Denmark, we found ourselves reflecting on something many sales teams overlook: the value of traditional sales skills. The focus of the session was a simple one; reframing sales questions. But the feedback we received said so much more. One participant summed it up perfectly:

"It felt like a luxury to pause, reflect, and reframe."

That stuck with us.

In a world of AI, automation and overloaded diaries, taking time to deliberately practise core skills like questioning, listening, and preparation can feel indulgent. But it shouldn't. These skills are essential – and they deserve space, structure and focus.

The problem? Most salespeople are still practising in front of customers. And it shows.

In fact, 82% of lubricant buyers say sellers are unprepared for meetings.

This isn't just a stat. It's a red flag.

What we saw in Copenhagen reinforced the case for getting back to basics:

- Practising traditional skills in safe environments builds confidence and competence
- Reframing standard sales questions changes the quality of conversation
- Preparing properly demonstrates respect for the buyer's time

It reminded us that raising the bar in sales starts with slowing down and sharpening the fundamentals.

It's not a luxury. It's a responsibility.

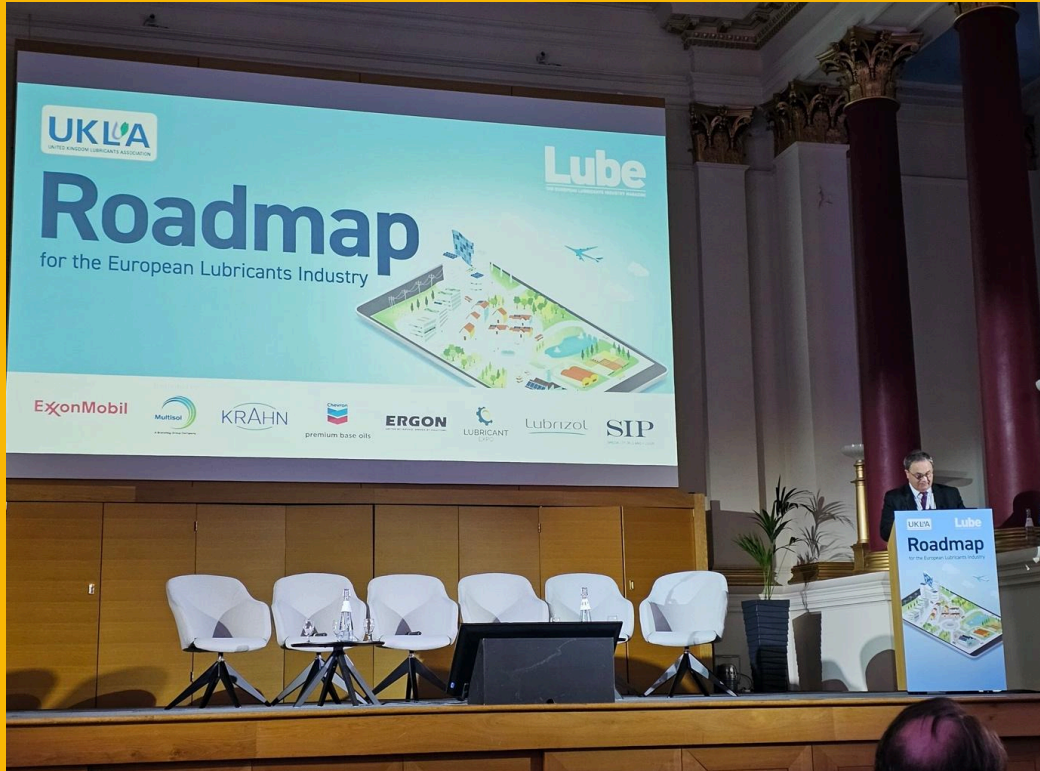
If you're leading a sales team, ask yourself – when was the last time your people practised together, without pressure, and got better at the basics?

Find out more and the benefits you can expect to see [here](#).

For more support around this topic, check out the article on the risks you face by not preparing effectively for sales meetings.

👉 [Still not preparing for sales calls?](#)

👉 [You don't need all the answers, but you should have all the questions](#)



The UKLA Roadmap

This June we were pleased to contribute the UKLA Roadmap event in London. Steve contributed to a panel which focussed on the changing buyer and buyer behaviours, bringing in to focus some of our work on the Buyer Revolution. It was an event focussing all about sustainability across the supply chain and we were grateful to be able to contribute.

👉 [Read more](#)



2 client visits in Cheshire and Denmark

Client work across the UK and Europe in June saw us visit Copenhagen and Odense in Denmark. I don't know if you've ever been to Denmark but it's a really lovely place! One to revisit for a long weekend I hope. They even have double decker trains which pleases me probably more than it should!

You may have seen my challenges again in the airport as the queuing systems increasingly frustrates! It seemed to trigger quite the conversation over on LinkedIn!

👉 [Check it out](#)

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Here's to you,

Team PGD

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