

Springing into action with a mad May!

Wow, where did May go?!

It's been a bit of a whirlwind and we hope it's been a positive one for you as we head towards Summer.

To help you, we're sharing resources about the things we are seeing in the training rooms and businesses we've been working with this month.

Broad topics and important subjects involving all things about the **changing buyer behaviours** and how you and the business could react and change your activities to align sales with buying in a much more joined up approach. We also unpack resources regarding the **Pipeline to help you unblock that stuck funnel and make more sense of your numbers.**

On top of client work we've been busy with **Beyond The Blend**, releasing 2 super episodes this month for you to get to know more about the people of the lubricants industry

And finally – we are getting our networking and conference plans in place with three priorities for us, most notably in Europe, our partnership with the **Lube Expo**, and once more returning to the US in October for **ILMA** where we will be sharing insights and practical application for businesses from our Buyer Revolution project.

Wow – busy times!

Check out the news and resources below...



2 client visits in Prague and Alicante!

We were delighted to be able to visit clients in Alicante and Prague this month and you can dive in with upping your game with some of the work we focussed on whilst on our trips.

The Buyer Revolution was a big part of what we discussed; check out what that might mean for your team [here](#). Your buyer is changing – but how are you evolving to meet their expectations?

Also, [Pipeline Management](#) was a big area of focus during our time in Prague. We deliver a vibrant, fun and effective day with sales teams to bring the pipeline to life!

Beyond the Blend latest episodes!

Two new podcast for your listening pleasure this month!

Check them 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 to Elle Ayukterleunia](#)

👉 [Listen to Ella Auchter](#)

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!



Lubricant industry events to mark your calender!

We will be in Dusseldorf in September at the Lubricant Expo with some exciting activations coming to the show! [Register your attendance today](#) - this is a fantastic opportunity for the industry!

We will also be popping down to London in June to contribute to a panel discussion at the Roadmap for the European Lubricants Industry event – [here](#) for full details of the event.

UMA 2025

We're delighted to be invited back to [ILMA in Boca Raton](#) this October where we share more insights from our Buyer Revolution and what is means for business moving forward. In the US? Be sure to join via

And finally!

It has indeed been a bumper month and we are looking forward now to a great Summer. We wanted to share with you a very helpful resource from [The Five Minute Speeches](#) website.

The world is shifting at a quick pace and we want to help you navigate this change with the Confidence of a professional.

Join the conversation

