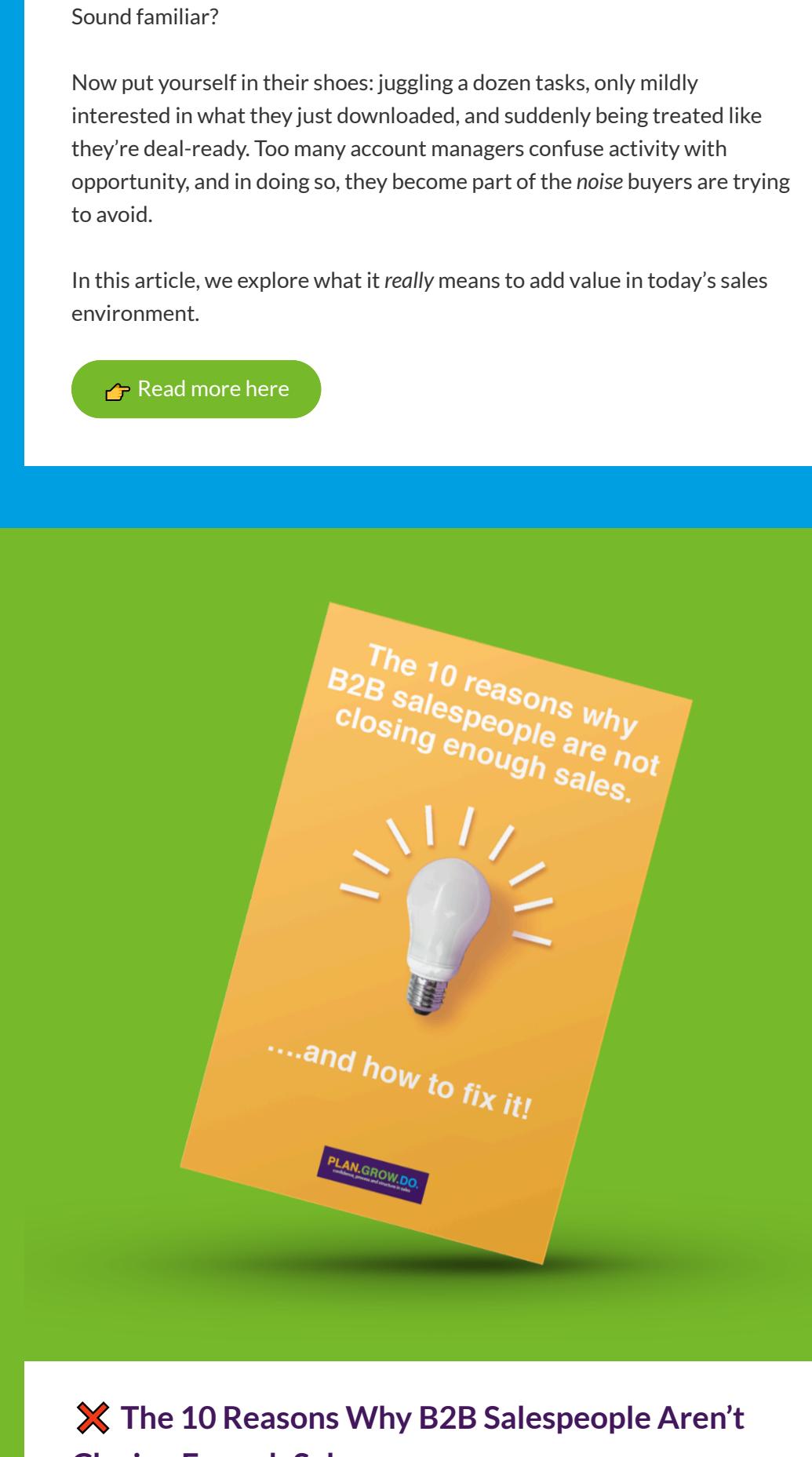
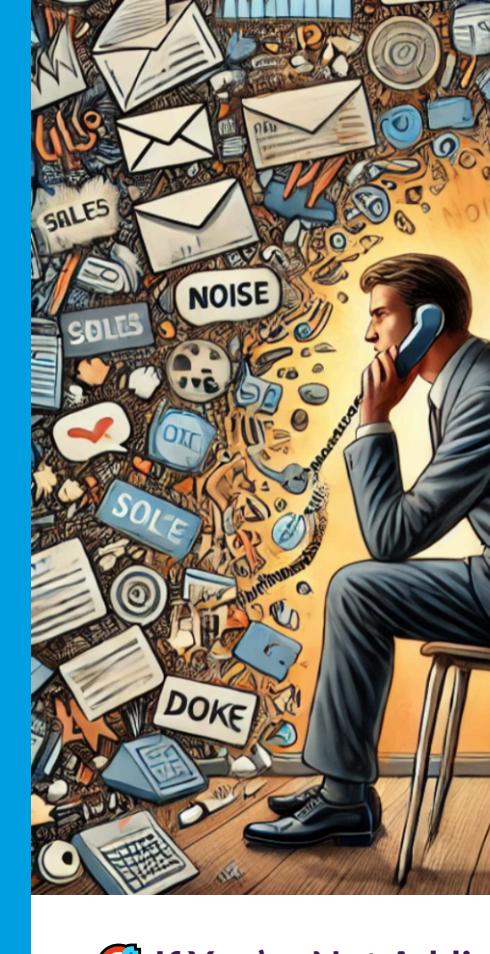


Welcome to May's Newsletter!

This edition is here to help you refocus, reset, or ramp up your efforts with valuable resources designed to boost performance and keep the momentum going.

As April wrapped up, with both Rob and Steve returning from their holidays, it may have felt like a short month. But now it's full steam ahead as we aim for a strong finish to Quarter 2. We hope you're gearing up for the same!



🎯 If You're Not Adding Value, You're Adding Noise

What Buyers Really Want From Account Managers

Imagine this: a buyer downloads a whitepaper from your website, and before they've even made it past the introduction, their phone rings and it's a sales rep pushing for a site visit.

Sound familiar?

Now put yourself in their shoes: juggling a dozen tasks, only mildly interested in what they just downloaded, and suddenly being treated like they're deal-ready. Too many account managers confuse activity with opportunity, and in doing so, they become part of the *noise* buyers are trying to avoid.

In this article, we explore what it *really* means to add value in today's sales environment.

[Read more here](#)

✖ The 10 Reasons Why B2B Salespeople Aren't Closing Enough Sales

You've got a strong offer, but the deals still aren't closing. What's going on?

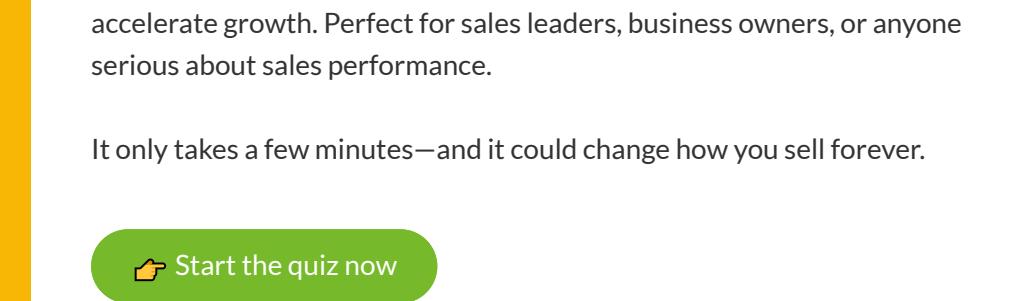
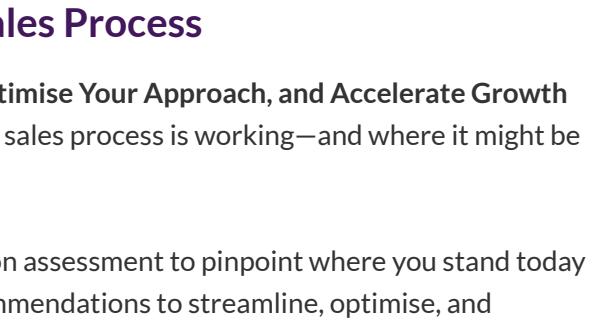
We've gathered the top 10 reasons why B2B sellers fall short—and more importantly, what to do about it. This is a must-read for anyone looking to sharpen their close rate and take control of the sales process.

[Get the free resource here](#)

PLAN.GROW.DO.

The B2B Sales Agency

Tina Reading



Beyond the Blend

The People In Lubricants Podcast

🎧 New Episode of Beyond the Blend - Community, Curiosity, and the Courage to Lead - Featuring Tina Reading

In this month's episode, we sit down with Tina Reading—Editor of *Lube Magazine* and Head of Media at the UKLA.

Tina's journey into lubricants is anything but typical. From working in aviation and finance to organising weddings and running local lifestyle media, her path has been shaped by resilience, reinvention, and a fierce commitment to community.

We talk creativity, leadership, and what it means to be a champion for change in a sector that's often overlooked. This is one of our most inspiring episodes yet.

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