

Welcome to December!

Happy December! Can you believe the year is almost over and as we head in to the Christmas season, we hope this brings with it ample time for friends and family and the time to reflect back on a super 2025! How will you look forward now to 2026 with a clear purpose and focus?

I hope some insight from our recent visit to Dubai can help offer some food for thought to what your 2026 direction could look like.

Here's what you can get stuck in to this month as we head in to the festive season...

- ❑ What Commercial Excellence means for you (and it's more than a one off training!)
- ❑ The future lubricants sales person
- ❑ Why your sales process might start too soon (and what you can do about it)
- ❑ Beyond The Blend – new episodes including a conversation with the new ILMA President!

But first...

Sights, sounds, flavours and people. The wonderful Dubai.

We were grateful to be invited to Dubai in November for a face to face kick off of a 2 year Commercial Excellence Programme with Shell, supporting businesses in the Middle East. Dubai is a colourful, vibrant and wonderful place so it was a delight to explore some of the sights and sounds of the city. We were deliberate this time to ensure a visit to the old town was included where we explore the Creek, the old souk markets and some traditional Emirates food and drink.

I was reminded about the uniqueness of the city as every picture I sent home was replied to by my eldest as 'that's the reason I want to go to Dubai!!'. It truly is a melting pot of visual amazement.

Read more [here](#)

But why were we working in Dubai, anyway??

Well, across the lubricants industry, sales directors are feeling pressure from all sides. Customer impatience has increased. Traditional product-pushing methods are hitting diminishing returns. Digital behaviour is shaping buying long before a salesperson is even aware there is an opportunity.

The Commercial Excellence Programme development exists to close that gap. Sometimes a focus solely on training interventions doesn't quite cut it. What may be required is a longer term strategic plan that incorporates real world support, a blend of online and in room training and a more strategic fit to business development.

Read more about the Commercial Excellence journey [here](#)

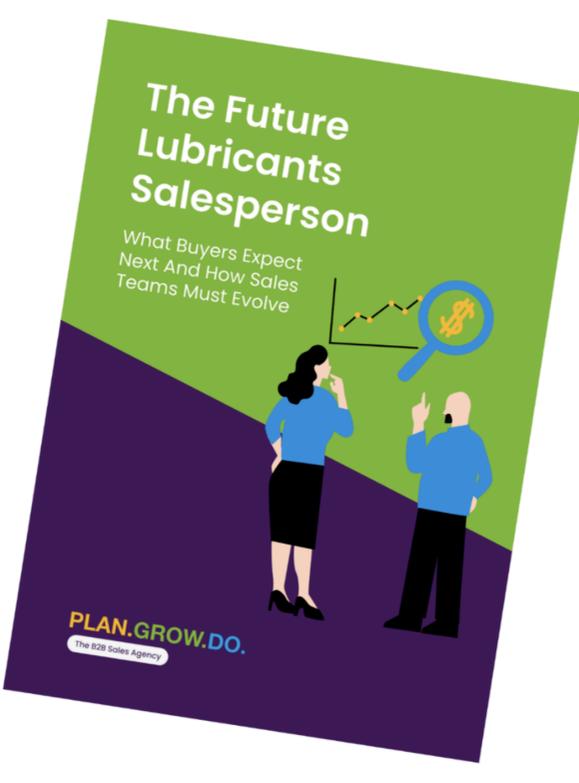


The Future Lubricants Salesperson

What buyers expect next and how sales teams in the lubricants industry must evolve – download your free resource today!

This exclusive eBook is based on over 25,000 buyer data points across the lubricants supply chain. It reveals what buyers truly value, what frustrates them, and the ten pivots sales teams must make to stay relevant.

[Download Now](#)



Don't forget! Plan Grow Do buying and selling [ICIS](#) to offer an exclusive perspective on the evolving buying and selling lubricants market. We're thrilled to announce a brand-new collaboration between Plan Grow Do and ICIS, the global leader in commodity intelligence.

Together, we're launching an exclusive sales training programme designed to help the lubricants and wider chemical value chain thrive in a marketplace that's more competitive, complex, and digitally connected than ever.

📍 Launching at the 30th ICIS World Base Oils & Lubricants Conference in February 2026, this initiative will become a key feature at ICIS events throughout the year.

Read more about this exciting partnership!

[Read Now](#)

Why Your Sales Process Starts Too Soon

The Intersection Has Moved

In the past, sales began with a handshake, a brochure, and a firm pitch. Sales reps approached buyers early, full of enthusiasm and a bag of features. Buyers, by contrast, waited to be educated. But today, the buyer is not waiting.

The traditional sales process assumed a linear progression from Suspect to Prospect to Need, with sellers firmly in the control. But the modern buyer is already well along their journey by the time a seller gets involved. This shift has turned SPANCOP inside out. Buyers now enter the seller's radar at N (Negotiation) or C (Close), skipping S (Suspect) entirely. And that changes everything.

We now live in a world of buyer-led journeys, self-service education, and digital validation. Sellers who show up early with the wrong conversation aren't seen as helpful. They're seen as unprepared.

The Buyer Revolution research confirms this shift in B2B lubricant sales.

[Read Now](#)

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 features some great conversations with new ILMA President Jim Carroll and Gwyn Simmonds from Polaris Laboratories. Give it a listen over at Spotify or Apple Podcasts!

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](#)
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We're excited to have several [friends of Beyond The Blend](#) who are supporters of the pod, showcasing the people of the lubricant industry. Check them out on the web and if you want to become a friend of the podcast, get in touch!

Wishing you a great December!
Team PGD

Join the conversation

