

It's February! Hang on, where did January go?

January was enjoyed with our work across the Middle East, UK and Europe with Commercial Excellence success from our learners at Shell. A fabulous couple of days with the leadership team of Fuchs over in Hanley in the UK and an absolutely freezing experience with Univar Solutions in Helsinki, Finland! We've learned lots, heard lots and share our best bits for you below!



Here's what you can get stuck in to this month. Where will you start?

- 📖 World leading sales tactics from global leading voices
- 🎯 Customer Centricity – are you missing the mark?
- 👩‍💼 Brenna Huovie of Lubrizol shares her leadership lessons
- 📊 Your free sales excellence assessment
- 🎧 Beyond The Blend latest episodes

“You Do Nothing for the Small Guys” - Really?

Not long ago, someone said to me:

“All you do is fine, but you do nothing for the small guys or individuals.”

If I'm honest, my first reaction was, *grrrr*.

My second thought was that this person was a sandwich short of a picnic.

But my third – and more useful – reaction was to pause and ask:

- Is there any truth in that?
- And if not, what's really going on when people feel this way?

Because buried inside that comment is a mindset I see a lot in B2B lubricant sales:

“I want things to change, but I don't want to change me.”

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Fast track your success! Jump in to our talks with sales and marketing experts!

We have spoken to some of the World's leading experts across the sales and marketing spectrum. From insights, to response, from content to pricing – we've something that hits the spot for you.

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Customer Centricity – are you missing the mark?

If you're leading a business, from the C-suite, heading commercial, or driving sales strategy, this one's for you.

You probably *believe* your company is customer centric. Most do. Yet the data tells a different story. While your website promises “customer first,” your structure still revolves around product, price, process and internal politics. It's time to confront the uncomfortable truth: the lubricants sector talks about customer centricity far more than it lives it.

Something I have noticed more and more in our industry has been bothering me lately. Everywhere I look, I see talk of being “customer centric.” It is on websites, in presentations, and in sales pitches. You know the lines:

“Customer service drives us.” “Customer first.” “Your satisfaction is paramount.”

They sound impressive. They tick the right boxes. But when you strip away the language, *what does any of it actually mean?*

When we dig into the *Buyer Revolution* data, a very different picture emerges. It shows an industry that talks about the customer but is still largely built around itself.

Ok, are you ready for an uncomfortable truth? **We are not truly customer centric.** We are product centric, inward looking, and often more focused on our processes than on the buyer's experience.

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Built to Evolve: Leadership, Learning and Staying Human in a Changing Industry

Brenna Huovie reflects on a 30-year career shaped by chemistry, curiosity, and a willingness to keep evolving. From early technical roots to senior leadership, the conversation explores what it really takes to lead in an industry facing rapid technological change. Rather than focusing on titles or status, Brenna offers a grounded perspective on learning, self-awareness, and keeping people at the heart of innovation.

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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 and we've a whole host of special guests in the archives. So tune in across 2026! And if you have any suggestions for someone you'd like to be a guest on Beyond The Blend we'd love to hear from you!

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!

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

Let us know what you enjoy most from this newsletter, we'd love to hear from you!

Team PGD

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