

Welcome to January!

Happy January, and a very happy 2026! We're excited to see what lies ahead for a thriving 2026 and we hope to help you along your way, too!

Here's what you can get stuck in to this month as we head in to start of 2026...

- 1 Buyer shifts that will define lubricant sales in 2026
- 2 The Buyer Revolution learning programme
- 3 The future lubricants sales person
- 4 Jump on the YouTube channel for expert insights, conversations and more to help drive success this year.
- 5 Selling Lubricants Smarter – the book you need for 2026!

Buyer shifts that will define lubricant sales in 2026.

Everyone's talking about **market trends** for 2026: sustainability, electrification, AI, data-driven reliability. All incredibly important. But if you sell lubricants, there's another layer you can't ignore: **Buyer behaviour has changed faster than most sales teams have.**

This article looks at five shifts in how people buy lubricants and what that means for:

- Direct sales teams
- Distributors and resellers
- OEM and channel partners

It blends three lenses:

Gartner's B2B buying research – buyers do most of the journey without a rep and struggle to make confident decisions in a noisy world.

The Buyer Revolution data – five global data sets and 100 takeaways from lubricant buyers across sectors.

The Salesperson of the Future blueprint – the behaviours buyers say they now expect from lubricant sellers.

[Read Now](#)

The Buyer Revolution Workshop. Online, in person, on your own or with your team – the choice is yours!

Lubricant Buyers Have Changed. Has Your Sales Team Kept Up?

Over 1,000 lubricant buyers told us what they want from their suppliers, and it's not what most sales teams are doing. The Buyer Revolution turns these insights into the skills, tools, and strategies your team needs to win.



PLAN.GROW.DO.
The B2B Sales Agency

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The Wake-Up Call

These insights reflect the common themes and behavioural shifts observed across five global data sets of lubricant buyers.

- 83.3% of buyers say they feel disappointed when an account manager is unprepared.
- 10 core behaviours will define the salesperson of the future – but most sellers are missing them today.
- Insights drawn from over 25,000 individual data points, representing voices from procurement, suppliers, R&D, and management roles across the lubricants supply chain.

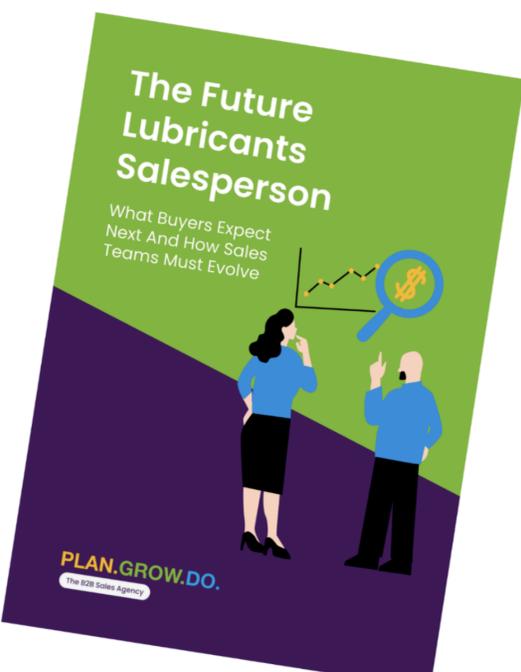
Start your journey today and help give 2026 every chance of success!

[Read Now](#)

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.



Continuous learning on YouTube!

We've quite the library of videos to support your journey. From interviews with experts across the B2B landscape to discussions with professionals in the lubricants industry along with lessons from our learning programmes, you will be sure to find immense value on our YouTube channel. Go ahead, jump in and smash that subscribe!

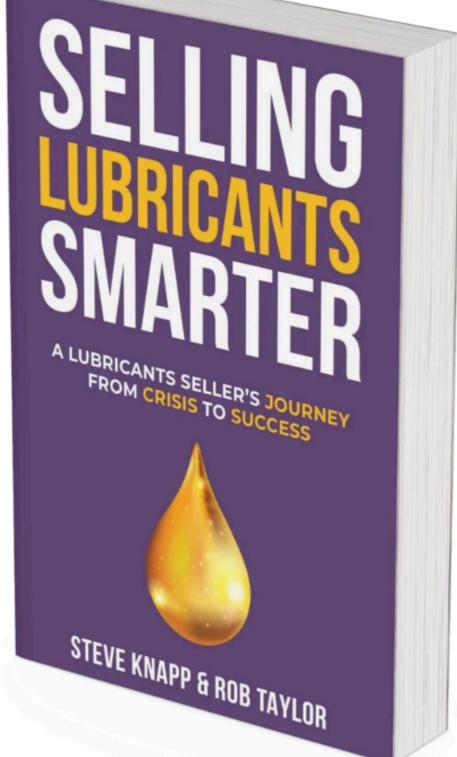
[Watch Now](#)

Selling Lubricants Smarter – get on the wait list and be first to know!

You may have seen, we have a new book on the horizon!

Join Dan Wilder on his journey from crisis to success!

You can be the first to access the new book coming very soon, so hop on the wait list and be the first to grab your copy!



[Get on the waitlist](#)

Plan Grow Do and ICIS working together in 2026!

Don't forget! Plan Grow Do have teamed with 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](#)

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!

- [👉 Listen on Spotify](#)
- [👉 Listen on Apple Podcasts](#)

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!

Wishing you a fantastic start to 2026!
Team PGD

Join the conversation

