

Welcome to your March lowdown

Welcome to March...will Spring arrive or will the weather we've experienced in the UK continue to remind us just how long Winter can be?!

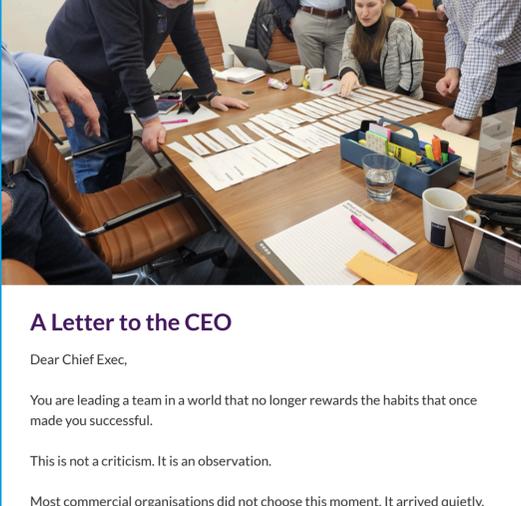
A busy few weeks behind us with lots of lessons, learnings and delivery across the community. We enjoyed some client work in London ahead of contributing to the ICIS World Base Oils Conference, did some good old fashioned networking and strengthened our collaborative partnerships with key stakeholders. We also visited Portsmouth with our friends at Delta Xero and enjoyed some sporting action with my local team beating our local rivals (sorry, I have to mention it!) along with our rather belated Christmas do!

And of course – if you missed it – our new book launched! *Selling Lubricants Smarter* is available NOW around the world. Get your local Amazon link [here](#).

Thank you for the incredible support as we published our latest work!

Here's what you can get stuck in to this month

- 📄 A letter to the CEO
- 📊 ICIS World Base Oils and the impact of AI
- 👫 Mrs & Mrs go Beyond The Blend!
- 🗣️ Networking matters!
- 🎧 Beyond The Blend latest episodes
- 📺 Learn from global sales and marketing leaders on YouTube!



A Letter to the CEO

Dear Chief Exec,

You are leading a team in a world that no longer rewards the habits that once made you successful.

This is not a criticism. It is an observation.

Most commercial organisations did not choose this moment. It arrived quietly. Buyers changed how they gather information. They changed when they respond.

They changed what they value. And often, they did so without announcing it. Your team still works hard. Pipelines are still reviewed. Activity is still measured. Forecasts are still discussed. Yet something feels heavier than it used to. Deals take longer. Trust feels thinner. Buyers seem less patient, less forgiving, and harder to read.

The danger is not that sales has become harder.

The danger is pretending it has not changed.

Read more [here](#)

ICIS World Base Oils event and the impact of AI in the lubricants industry

We were happy to contribute to World Base Oils conference in London with our friends at ICIS. The panel addressed many of the real world challenges presented by the data of The Buyer Revolution research and our expert panel featuring Mark Lord (Aztec Oils) and C Selvan (BP) really shined a light on what this looks like in real world and what the future is looking like between buying and selling.

I noted some of my takeaways from the event including the emerging themes I heard, including the impact of AI and the continued digitalisation that's happening. See my thoughts on the link below...

[Read Now](#)



Networking matters!

In a digital first world it can be easy to forget the importance of actually seeing people in real life. It's been refreshing in the previous few weeks to get out and see people, be it at conferences, forums, socials or planned meetings. Of course, we build strong collaborations and partnerships by embracing digital and the opportunity that comes with it, but it's also good to remember that networking matters too. We've some tips on the web about effective networking. Here's some tips:

Key Points to Consider When Networking

1. You get what you give. When was the last time you gave a referral? Think of others when it comes to networking, and others will think of you.
2. Learn from other businesses. Where are their pain points in their industries? Can you identify problems as they arise and work out ways to solve them with what you do?
3. Online networking vs. Real world networking. There are advantages and disadvantages to both, but your behaviour should remain the same.
4. Where's your intent? Think about your ROI. Set yourself goals to meet a certain amount of people, add a certain amount of connections on LinkedIn, have a certain amount of follow up meetings. N.B. Again, these shouldn't be sales/income related directly, this is about feeding the top end of the pipeline. Save the sales for later down the line.
5. Going where your prospects are going. Especially with EXPOs if you get a stall – sell only where appropriate – and don't forget there's your reputation at stake.

Read more about networking [here](#)

[Read our blog](#)

Mr & Mrs go Beyond The Blend!

We were so excited for this one as we welcomed Paul & Collette Whiting from Delta Xero to the podcast.

This episode goes beyond filtration tech into what it really takes to scale:

- Innovation vs Structure
- Letting go to grow
- Building a business as a couple
- Moving from founder-led chaos to process-driven growth

With Paul driving technical innovation and Collette building the systems that enable scale, it's a candid, practical conversation packed with lessons for founders, technical leaders, and scaling SMEs.

Plus a revealing (and fun) 5 from 5 on how their personalities work together.

[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. 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!

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!

Team PGD

Join the conversation

