

Welcome to November!

Well Autumn is well and truly here isn't it. The nights are darker, there's a chill in the air and the end of the year is slowly beginning to come in to view on the horizon. But before that, there is always some exciting progress to be made! October was a super one with the highlight being a visit to Florida to contribute to the ILMA Annual Meeting and a brand new partnership with ICIS which we are incredibly excited about!

Here's what you can get stuck in to this month as we head in to November!:

- 1 Sales Person Of The Future e-book
- 2 Making the shift from volume to value
- 3 The ILMA Annual Meeting
- 4 Standing out or just blending in?
- 5 Lubricants LIVE with Steve and Steve and James

ICIS & Plan Grow Do announce exciting partnership!

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.

ICIS and Plan Grow Do announce exclusive training programme

PLAN.GROW.DO.
The B2B Sales Agency

ICIS
Independent Commodity Intelligence Services

Read more about this exciting partnership!

[Check it out](#)

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](#)

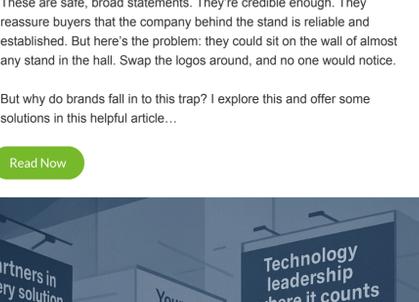
From Volume to value

Have you noticed the change? Buyers are more informed, empowered, and expectation-driven than ever before. They don't just purchase oils or greases but they seek solutions that reduce downtime, extend equipment life, and optimise cost per operating hour.

Yet, many sales teams still lead with product-led conversations; focusing on specifications, grades, discounts, and supply quantities. This approach may sell volume in the short term, but it misses the opportunity to create trust, embed your expertise, and develop deeply loyal, long-term relationships.

Find out more about how might start to make the shift from pure volume conversation to a more long lasting value adding partnership.

[Read Now](#)



ILMA ANNUAL MEETING



We were happy to be over in Florida recently to contribute to the ILMA Annual Meeting. There was some downtime to explore Miami before we headed to Boca Raton and the fabulous Beach Club. It's a fine example of networking, learning and sharing ideas. From the stage, one message resonated more than any other:

🏠 Buyers have evolved faster than sales teams have adapted. They're more informed, more impatient, and more protective of their time than ever before.

They value responsiveness, reliability, and relevance...without the noise.

If there was one takeaway, it's that the future salesperson in lubricants isn't defined by product knowledge alone. It's about trust, speed with substance, personal connection, and the confidence to lead with insight, not information.

ILMA once again reminded me how vibrant, connected, and forward-thinking this community really is. It's exciting to see how digital tools and human relationships now work hand-in-hand to shape the next era of sales excellence.

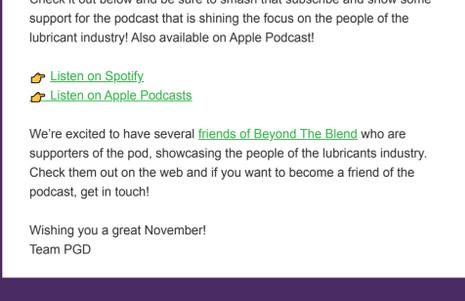
Thanks again to everyone who joined the session, shared ideas, and said hello in person - it means a lot.

Some feedback too!

"The data Steve and Rob are building is so interesting and really serves where our industry needs to go."

"I wish more people would hear their research"

"Excellent message. On point. Valuable."



Standing out or just blending in?

Walk into any trade show hall, and you'll be greeted by a forest of banners, screens, and stand walls all competing for your attention. The challenge? Much of the messaging looks and sounds the same.

- 🏠 "Partners in every solution"
- 🏠 "Your partner for endless possibilities"
- 🏠 "Technology leadership where it counts"

These are safe, broad statements. They're credible enough. They reassure buyers that the company behind the stand is reliable and established. But here's the problem: they could sit on the wall of almost any stand in the hall. Swap the logos around, and no one would notice.

But why do brands fall in to this trap? I explore this and offer some solutions in this helpful article...

[Read Now](#)

Lubricants LIVE with Steve (Knapp) & Steve (Mayo) & James Moorhouse!

The fifth edition of the annual Lubricants Talent Report by ABN Resource is available for free and for you to download from the ABN Resource website.

With a record number of participants, the report provides you with deep insight into the key trends impacting the global lubricants workforce.

Satisfaction is on the rise, confidence has returned, and resilience to navigate challenges is there. But skills gaps, a disgruntled mid-career workforce, and some noticeable blind spots in the industry are real and require action.

James Moorhouse and Steve Knapp join Steve Mayo to discuss the report and what is driving the people agenda in the lubricants industry today.

Find out more here:

[See more on LinkedIn](#)

[Listen to the episode](#)

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Wishing you a great November!
Team PGD

Join the conversation

