

Collaboration in practice. What is a good win rate? How sales and marketing can work better together.

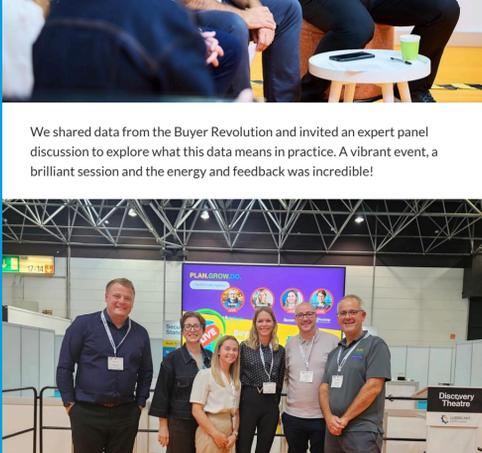
Wow, what a September! Lessons learned, networks built and positioning strengthened. Along with trips to Sweden, Portsmouth and Germany along with online delivery too. Time to take a breath and look back on a cracking few weeks! Don't worry, we're sharing our best takeaways with you, so dive in - there's plenty to grab hold of!

Resources to get you started in this email include:

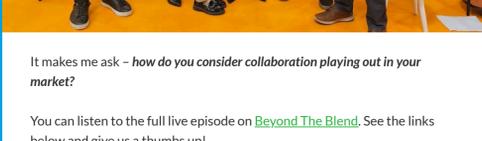
- 📄 Sales Process Maturity Quiz
- 📄 The Case For Content in B2B Sales
- 📄 The Buyer Revolution Online Programme
- 🗣️ What is a good win rate?
- 📄 How sales and marketing can align better

Collaboration in action – teaming up with the Lubricant Expo!

We speak a lot about meaningful collaboration and I often bring myself to consider what it actually means. Well, thankfully we managed to build a superb collaboration at the Lubricant Expo in Dusseldorf this month as we partnered with the event organisers to bring a very special Beyond The Blend – LIVE to the event!



We shared data from the Buyer Revolution and invited an expert panel discussion to explore what this data means in practice. A vibrant event, a brilliant session and the energy and feedback was incredible!



It makes me ask – *how do you consider collaboration playing out in your market?*

You can listen to the full live episode on [Beyond The Blend](#). See the links below and give us a thumbs up!

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

Back in the training room and a helpful resource for you!

Our time 'on the tools' has been high too this past few weeks, kicking off with a visit to Malmo and our friends at Univar Solutions. We shared a full day with the coaches and leaders followed by 2 days understanding the changed buyer and how to have better sales conversations along with our favourite Pipeline Management day. We enjoyed some time with the team in the evening too which is often a hidden benefit of working away; getting to really know the team, sharing stories and for sure some great food and drink!

We managed to get this little snap of the crew over in Malmo – say cheese!



Take 5 minutes and get your instant FREE report focussed on your sales process!

[Check it out](#)

Unlock Your Sales Process:
Assess Your Sales Process Maturity and Accelerate Growth

Answer just 14 questions to uncover where your sales process stands today—and receive personalised insights to streamline, optimise, and drive more revenue.

[Take the Assessment](#)

Content For Sales – a workshop in Portsmouth with Delta Xero

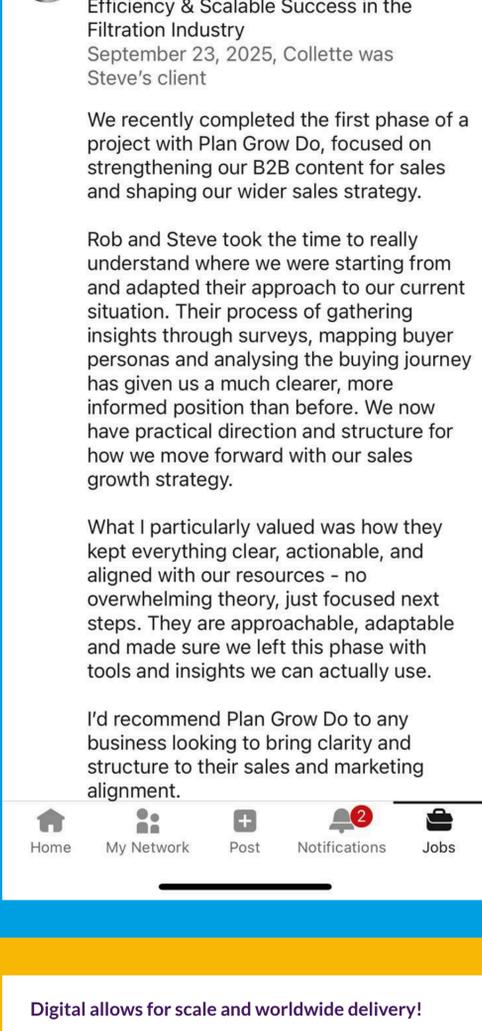
Closer to home, but somehow a longer journey, we visited Delta Xero in Portsmouth, delivering a highly effective **Content For Sales** workshop for the team. Content is vital for any business, but creating content for content's sake is a bit of a pointless task. It has to mean something and has to connect where possible to your ideal customers and their stage in the buying journey. *When did you last review your content plan?*

It leads me to your next free gift from us this month!
The Case For Content in B2B Sales is a helpful guide to build a better understanding of the need for content in your communications planning.

Your buyers are looking for you, but the chances are you're not helping them find you! Get started below:

[Get started](#)

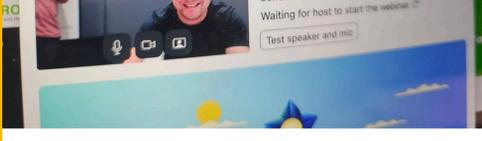
We were also grateful for this positive feedback from our time together – feedback like this makes us very proud of the work we do. It makes me wonder – *how do you actively seek and share feedback about your services?*



Digital allows for scale and worldwide delivery!

As we gear up for our visit to Boca Raton this month to support the ILMA Annual meeting, we delivered a supporting Town Hall session online, presenting to over 150 professionals across the ILMA Community in the US. Some truly fabulous feedback and I can't wait to meet some new faces at the live event in October!

We shared some incredible data and invited real time application to deliver a really powerful online session!



And that brings us of course to the launch of Buyer Revolution Online!

Your customer's buying process has changed faster than most sales teams can adapt.

- Buyers expect:**
- Immediate, relevant responses
 - Sellers who understand their challenges before the first meeting
 - Clear, jargon-free communication backed by data and evidence

Fail to deliver, and you're replaced – often without knowing why.

83.3% of buyers say they feel disappointed when an account manager is unprepared.

This is not theory - it's based on real feedback from industry buyers who told us what *actually* matters in today's market

In this course you'll learn how to:

- Be visible during their self-research, before they reach out
- Respond in ways they expect, not just when it suits you
- Combine *personal credibility* with brand trust to stand out
- Engage buyers in their world - amid complexity, ambiguity, and competing roles

You'll no longer be a pitch - they'll choose you because you've shown up authentically.

This is your chance to lead the revolution.

[Jump in and discover more](#)

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SALES AND MARKETING ALIGNMENT IN THE LUBRICANTS INDUSTRY

Sales and Marketing in the Lubricants Industry

[Read here](#)

When a 100% Hit Rate Should Worry You in B2B Lubricant Sales

Is a 100% rate good?

[Read here](#)

83% of Lubricant Buyers Say Sellers Are Less Prepared

[Read here](#)

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 our Beyond The Blend LIVE event from Dusseldorf, Germany. 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](#)
- 🎧 [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 great October!
Team PGD

Join the conversation

