

September in view!

As the Summer holidays take their place in the rear view mirror and the sun goes down on another summer period, it's been a great month for a period of self reflection and planning for a busy time ahead for the next few months.

As September begins, often does the busyness of being busy. But perhaps a few watch points for you as you get your head down for the push onwards.

1 Building trust at scale.

With digital tools like LinkedIn, short videos, and articles, it's never been easier to educate and build a holding pattern of Suspects. Not everyone's ready to buy but they are ready to learn. That's where trust is built.

2 Speaking to the right people in the right way.

Not all buyers think the same. Yet so much messaging still feels broad and bland. I'll be leaning even more into persona-driven content and regular, relevant messages that serve those I can help best.

3 Showing up as me not just the brand.

We all say it's a people sector. So why hide behind a logo? Be sure to double down on being visible, helpful, and human. Especially when buyers are doing their research before reaching out.

What's holding you back? [Some helpful reading from our mid year perspectives!](#)

Networking season...where will you be heading?

Speaking of being visible...which events will you be attending this Autumn? You may have seen on our digital channels we've a couple of fabulous events in which we are contributing. We're delighted to be contributing first to the Lubricant Expo in Dusseldorf in September as we being Beyond The Blend LIVE! We've assembled somewhat of an Avengers panel where we will be hosting a lively discussion based on some findings from our Buyer Revolution research. Will you be in Dusseldorf? We'd love to see you!

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The B2B Sales Agency



Learn more about the Expo, including registration info and more about our amazing panel over on [LinkedIn!](#)

ILMA Annual Meeting!

For our friends in the US, we're proud to be contributing to the ILMA Annual meeting this year in Boca Raton. Taking influence from the Buyer Revolution research we'll be sharing our practical 10 point process for building the future sales professional. This will be a potential game changing approach and we can't wait to be there!

Read more [here](#) from the team at ILMA!

Did you see we spoke with [ILMA Communications Director Caitlin Jacobs on Beyond The Blend](#) recently? Hop over and give it a spin on your favourite podcast platform!



The Buyer Revolution Workshop is available NOW!

Understanding The Lubricant Buyer - Turning research insights into better commercial relationships.

A change is happening, and it isn't different in the lubricant industry. The Buyer Revolution, a first of its kind, research project exploring the buying habits and behaviours of lubricants buyers across the supply chain has shown a huge gap between how organisations sell in relation to how buyers want, and expect, to buy.

This impactful training programme is open for all commercial aspects of your business and offers an insight and understanding of the five key themes explored within the research project to ensure better alignment of your sales and marketing efforts with how buyers in the supply chain expect to be able to buy.

More info including the structure and learning objectives for this innovative learning programme can be seen [here](#).

What are you waiting for? Your buyers have changed. Isn't it time you aligned your sales activities to how they're telling us they are buying?!



Content for sales – what does your content say about you?

This month we are visiting our friends in Portsmouth, Delta Xero as we explore the powerful opportunity of content for sales.

Content is no longer just a marketing thing! B2B sales professionals must understand the importance of content across the buying journey and adapt the skillset to talk to the potential customer in a relevant way with relevant supporting content.

If 78% of buyers are consuming at least 3 pieces of content before engaging a provider, and 80% of their decision is made before contacting a business, it isn't a case of if content fits, it's a question of how content fits in to your operation.

And perhaps you might not yet understand...

- What even is content?
- What makes good content?
- And how can content really support the modern B2B sales professional?
- How will content help you find more of the customers who want to do business with you?

Get started today – we've for a brilliant content for sales handout you can grab from the website. Just head over there now and it's there for free! Still not sure where content fits? Well, we spoke about the concept and application with Marcus Sheridan on our YouTube channel – give it a spin!

[Watch now](#)



Trevor Gauntlett



Annie Lindsell



Beyond the Blend latest episodes!

Two new podcast for your listening pleasure this month!

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 feature Trevor Gauntlett and Annie Lindsell, two must listen episodes from various ends of the lubricants supply chain!

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 to Trevor Gauntlett](#)

[Listen to Annie Lindsell](#)

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!

Happy September!
Team PGD

Join the conversation

