

The Future Lubricants Salesperson

- What Buyers Expect Next –And How Sales Teams Must Evolve
- Based on over 25,000 buyer data points across the lubricants value chain.



Have You Kept Pace with Your Buyers?

- In 2023, we told you buyers wanted more transparency and faster responses.
- In 2024, we showed you they value personal connection and tailored insights over generic pitches.
- Now, in 2025, the data is crystal clear; They have zero time to waste, and even less patience for outdated sales approaches.

The question is; have your sales behaviours evolved as fast as your buyers have?



Why This Matters Now

- Macro shifts impacting lubricants sales:
 - Digitalisation of communication and research
 - Younger, more tech savvy buyers
 - AI filtering content before engagement
 - Remote first contact becoming the norm



Our Journey Together So Far



2023 – Wake-Up Call:

We showed how buyers' behaviours had fundamentally changed.

We warned that 80% of the buying decision is made before speaking to a sales rep.

We introduced the idea of selling how your buyer wants to buy, not how you want to sell.

2024 – The Data Arrives:

The first industry specific Buyer Revolution research results

Key themes emerged: Self education, speed of response, personal connection, time pressure and the evolving role of the Account Manager

We gave you the first clear action plan based on what lubricant buyers told us

2025 – The Blueprint for the Future Sales Rep:

Now we have three years of insight and over 25,000 scaled data points.

We can clearly define the 10 behaviours that future-proof a lubricants sales team.

This is not theory; it's a buyer validated blueprint for winning and keeping customers.

The Buyer Revolution Research Overview

- 5 buyer data sets across:
 - Solve Your Own Problems
 - Speed of Response
 - People or Brand
 - Your Day-to-Day Activities
 - The Account Manager
- Over 25,000 data points from the entire lubricants value chain



Introducing The Future Lubricants Salesperson

Download your research paper and explore the full requirement of **The Future Lubricants Salesperson**



The Future Lubricants Salesperson

What Buyers Expect Next And How Sales Teams Must Evolve



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Lube
THE EUROPEAN LUBRICANTS INDUSTRY MAGAZINE

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confidence, process and structure in sales

1. Be Highly Responsive & Reliable



- 76% of buyers won't engage if your response is slow.
- 97% say quick, reliable answers strengthen relationships.
- Failing to follow up makes 83% feel disappointed or disrespected.

Action:

Respond promptly and always follow through. Treat responsiveness as part of your value proposition.



2. Balance Speed with Substance



- 72% of buyers want a balance between quick and accurate.
- 21% prioritise detail even if it takes longer.
- Generic or rushed replies erode trust.

Action:

Acknowledge enquiries quickly, then deliver tailored, accurate information within an agreed timeframe.



3. Provide Insight, Not Just Information



- Buyers arrive 70–80% informed.
- Repeating the brochure adds no value.
- Buyers want insights they *can't* get online.

Action:

Bring fresh perspectives, market trends, and best practices tailored to the buyer's needs.



4. Know Your Stuff



- Product, industry, and application knowledge are top buyer priorities.
- Lack of technical expertise is a key frustration.
- Credibility is lost when reps can't answer on the spot.

Action:

Invest in deep technical and industry knowledge so you can add value in every interaction.



5. Personalise & Humanise the Engagement



- 70% insist on personalised communication.
- 100% say it builds trust.
- Corporate-speak erodes credibility.

Action:

Tailor every interaction to the buyer's context and speak like a human, not a script.



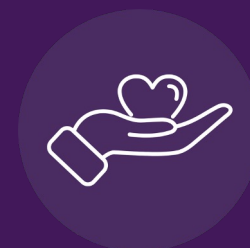
6. Build Trust through Actions



- Only 11% of buyers “*definitely*” trust salespeople.
- Trust is earned through consistent delivery on commitments.
- Broken promises damage relationships.

Action:

Always do what you say, when you say. Make reliability your personal brand.



7. Respect the Buyer's Time & Journey



- 83% multitask in their role – not full-time buyers.
- Pushing too early frustrates buyers.
- Buyers value concise, purposeful interactions.

Action:

Adapt to their buying pace and keep meetings focused and relevant.



8. Engage via the Buyer's Preferred Channels



- 92% are on LinkedIn; 0% want drop-ins.
- Email is the top channel for quick information.
- Asking preferred contact methods shows respect.

Action:

Communicate on the buyer's terms and avoid channels they dislike.



9. Focus on Long-Term Value



- 72% want more value-adding relationships over the next 5 years.
- Service between sales builds loyalty.
- Transactional behaviour erodes trust.

Action:

Invest in accounts between orders with insights, support, and proactive ideas.



10. Embrace Digital Tools & Keep the Human Touch



- 75% expect more digital engagement.
- Buyers still value human judgment.
- Digital should enhance, not replace, personal connection.

Action:

Use technology to serve faster and smarter but keep conversations human.



Sales Leader Action Plan

From Insight to Implementation



Audit Your Sales Approach

Compare current behaviours to the ten pivots and identify gaps.



Define Standards for Responsiveness

Compare current behaviours to the ten pivots and identify gaps.



Coach for Long-Term Value

Incentivise reps not just to sell, but to serve and grow customer loyalty.



Update Your Onboarding and Training

Ensure reps build trust, insight, and digital confidence from day one.



Review CRM and Digital Tools

Ensure systems support buyer-preferred channels and workflows.



Turning Insight into Action

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