



Selling Lubricants Smarter

In association with Plan.Grow.Do.

6th October 2026, Hilton Hotel, East Midlands.

The sales process is changing. Today's lubricants buyer is more discerning, better informed, more knowledgeable and more empowered than ever before. The aim of the course is to help sellers build the skills and confidence needed to be more effective, relevant, and trusted with today's lubricant buyers. Rather than building the programme from a traditional selling skills perspective. This programme is built from the buyer backwards.

The outcome in terms of skills uplift is the same - to help you and your teams become more effective in the sales process. By framing those skills through real buyer behaviour aims to improve understanding, retention, and day-to-day application, particularly for experienced sales teams.

Based on a comprehensive research study into today's buying process carried out with Plan.Grow.Do. and UKLA through Lube magazine, the course begins with how lubricant buyers actually behave today, how they research, engage suppliers, and make decisions, and then positions seller's skills in the context of where and why they matter. The structure and flow of the sessions are guided by this Buyer Revolution research, ensuring the content reflects how lubricant buying decisions are actually being made in the market today.

The aim is a session that feels practical, current, and immediately applicable in real commercial conversations, and always highly engaging in its delivery.

Who Should Attend

This in-depth, practical training course will help those experienced sales professionals in customer facing sales role such as a Sales Representatives, Field Sales Specialists, or Key Account Managers. The course is also ideal for those new to the sales role and those wanting to learn more about the sales interaction between company and customer.

What Will You Learn

The changing nature of the buying process.
How buyers make decisions on lubricant purchases.
The role of online tools in the decision-making process.
Key decision-making and intervention points.



About Your Expert Trainers

Steve Knapp is one of the UK's most celebrated and influential sales experts. A best-selling author and much sought after keynote speaker - his inspirational selling techniques are still the cornerstone of Shell, one of the world's biggest brands.

Rob Taylor is an award-winning marketing professional with 17 years of professional marketing experience in companies such as Shell, Amazon and Googler.

Course outline

Morning Session – The changing lubricant buyer

- Understand the concept of how buyers buy
- The key themes impacting lubricant buying and selling
- The buyers journey
- Emotional connections at the start of a buyer journey

Afternoon Session – The sales process

- Introduction to modern sales in the lubricants industry
- The Sales Process
- Managing broken sales funnels
- KPIs for effective pipeline management

Venue

Hilton Hotel, M1, Junction 24, Derby Rd, Derby DE74 2YZ.

Course fees

The cost for UKLA members will be £595 plus vat, and for non-members £695 plus VAT. The course fee includes all course materials.

To book email Megan Humphreys at events@ukla.org.uk, or call +44 (0)1442 861081