



A B2B Sales Arrow Case Study

NRF 2023

RETAIL'S BIG SHOW

New York

Our ace proprietary innovation, Active Prospecting, empowers a Global IT & Consulting Organisation with a remarkable 100% increase in Sales-Qualified Leads.

80%

Hot & Warm
Leads

50%

Accounts with Annual
Revenue Exceeding
\$10 Billion

100%

Higher Results than
the Client's Target



Client Persona

The esteemed Client is a global leader in advanced digital services and consulting. With revenue exceeding \$16 billion and a 45-year history of service excellence, the IT and Consulting titan steers its clients through their digital evolution across 60 countries.



About NRF

NRF is a major retail industry event in New York that offers retailers, vendors, and tech providers a platform to showcase their products and services. The flagship event features informative sessions, emerging technologies exhibits, and industry leaders' keynotes.



Client Objective

At NRF 2023, our Client's primary objective was to fuel its sales pipeline with hot and warm leads. With a laser focus on lead generation, the Client was determined to capitalise on the event's opportunities.



Client Requirements

Focussed On-ground Lead Generation: Acquiring 30 Sales-Qualified Leads from the Retail and E-commerce sector organisations with a minimum revenue of \$500 Million and above.



Project Challenges

- The event, scheduled ahead of the new year holiday season, left Team B2B Sales Arrow with limited time for preparation.
- The lack of access to attendee contact information significantly challenged our lead generation and pre-fixed meeting setup efforts.



B2BSA Solutions

On-ground Lead Generation Through Active Prospecting: Secured 100% Sales-Qualified Meetings with highly-qualified Key Decision-makers, perfectly matching the Client's Ideal Customer Profile.

In addition, B2BSA's solution package included a comprehensive matrix, including:



Meeting schedules



Executive profiles (Function, Designation, Seniority & Social Profiling), and



Company profiling (Industry, Organisation, Revenue, Geography)



Meticulously documented meeting notes to execute a more tailored lead nurturing program.



Multilingual Native Sales Specialist: To sharpen the Client's brand positioning for prospecting.



Results

Direct Impact On The Sales Pipeline

60

SQLs

50

Hot & Warm
Leads

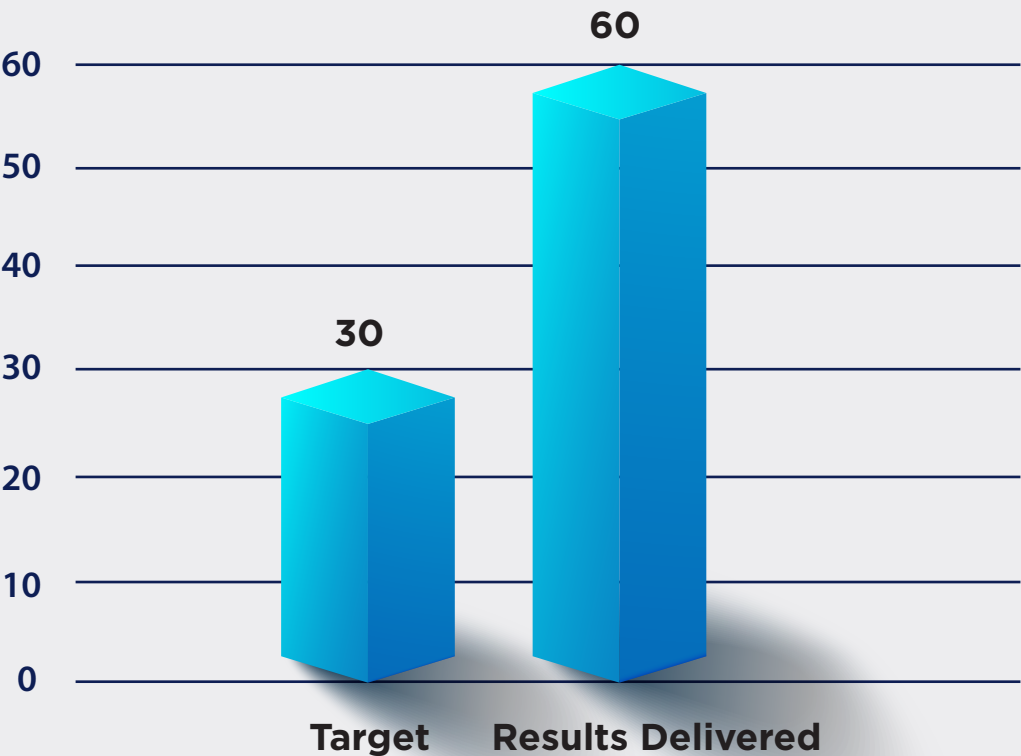
29

Accounts With
Revenue Exceeding
\$10 Billion

46

Meetings with
Decision-makers
& above

Target vs Delivery



About B2B Sales Arrow

Based out of New York/Bangalore, B2B Sales Arrow is a globally trusted research-based Marketing Technology company with specialisation and a proven track record in



Global Events
(In-person, Virtual, & Hybrid)



Lead Generation



Active Prospecting
(On-ground Lead Generation)



Global Contact Discovery Solutions



Custom Market Research



Corporate Media Production



Social Analytics



Advanced Digital Solutions

Thriving on a passionate workforce of 60+ sharp professionals, Team B2B Sales Arrow assists multi-billion-dollar organisations in carrying out their End-to-End Lead Generation, Booth Design & Production, and Branding initiatives at global benchmark events such as



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