

At the ONS2022

The world's largest energy conference in Norway, **Active Prospecting**, our innovative proprietary solution, generates a multitude of **Sales-Qualified Leads** for a \$16+ Billion Global IT and Consulting Organisation.

ONS ²⁰₂₂ TRUST

ONS
FOUNDATION

A B2B SALES ARROW CASE STUDY





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ABSTRACT

B2B Sales Arrow assisted a leading global IT organisation in empowering its lead generation initiatives at the **ONS2022, the World's largest energy conference, in Norway**. With Active Prospecting, our indigenously developed solution, featuring a systematic methodology of rigorous prospecting and prospect filtration, our on-ground lead generation specialists scheduled one-to-one meetings with highly-targeted CXOs and Key Decision-makers. As a globally trusted lead management partner, team B2B Sales Arrow **outperformed the Client's target by more than 80%**.

CLIENT PERSONA

With revenue exceeding \$16 billion and a 45-year legacy of service excellence in managing the systems and working with global enterprises, the Client is a global leader in next-generation digital services and consulting, enabling clients across 60+ countries to accelerate their digital transformation.

ONS being our first event in the Oil and Gas industry, team B2B Sales Arrow successfully delivered **35+ Highly-Qualified Leads** from **Fortune 500 and Global 2000 organisations**, including **A/S Norske Shell, Aramco Europe, NOV, Equinor, OMV (Norge) AS, ConocoPhillips**, and other multi-billion dollar organisations with total annual revenue exceeding \$1.5 Trillion.



ABOUT ONS2022

A broad-based international energy event featuring exhibitions, conferences, and festivals, the ONS has offered an exclusive forum for the energy sector stakeholders for over 40 years. With a strong belief that the oil and gas industry will be the flag bearer of a sustainable energy future, the biennial event aims to disseminate information, challenge established practices and promote low-carbon solutions worldwide.

CLIENT OBJECTIVES

With 60,000+ attendees from 82 countries and 1000+ speakers, the ONS2022, the world's largest energy conference, offered a perfect platform for the esteemed Client to fuel their sales pipeline with an ROI-driven lead generation campaign. The Client's objective was to gain a maximum number of highly-qualified leads from the Oil and Gas industry.

CLIENT REQUIREMENTS

Considering the Oil and Gas sector-specific solution offerings, the Client required B2B Sales Arrow to assist them with the following:

Focused On-ground Lead Generation: Acquiring Sales-Qualified leads, including CXOs and Key Decision-makers from Fortune 500 and Global 2000 organisations with immediate or long-term requirements.



PROJECT CHALLENGES

- Given the technological challenges, the organisers could launch the event app just a day before the scheduled event date with limited access. This had the potential to limit our outreach campaign seriously.
- Team B2B Sales Arrow did not have access to the event attendee list. This further jeopardised the efforts to execute pre-event prospecting.
- In addition, it was excruciatingly difficult for our team to connect with the event attendees during the event because of the rigorous event agenda.

SOLUTIONS

Active Prospecting (Focussed On-ground Lead Generation): Our on-ground lead generation specialists pulled out all stops to execute smart and time-tested prospecting methodologies to acquire Sales-Qualified Leads perfectly matching the Client's criteria.

Customised Script Development: Through multiple knowledge transfer sessions, our team developed familiarisation with the trends and challenges of the Oil & Gas industry and drafted a custom script for prospect pitching.

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

Active Prospecting





RESULTS

Team B2B Sales Arrow emerged triumphant against all odds while assisting the Client in powering their lead generation efforts at the ONS2022 in Norway. The premier event was a chart-topping success with Active Prospecting,

our breakthrough proprietary solution, generating **35+ Highly-Qualified meetings**, thus creating a tremendous impact on the Client's business pipeline.

Direct Impact On The Sales Pipeline



SQLs

35+



Hot & Warm Leads

27



Unique Accounts

29

ABOUT B2B SALES ARROW

B2B Sales Arrow is a fast-growing value-based organisation driven by ten core values as its most prized possessions. Based out of New York/Bangalore, the organisation 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, and 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 **SIBOS (Amsterdam), Money 20/20 (Las Vegas), Google Next (San Francisco), CPHI (Frankfurt), HLTH (Boston), Medtech (Boston), NRF (New York), ITC (Las Vegas)** and many more.

To know more about how we can help you develop a stunning sales pipeline, drop us a line at:



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