



## 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.



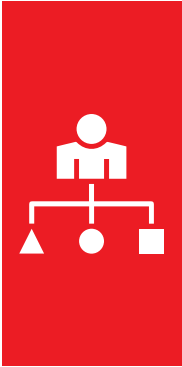
## About NRF

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.

A white icon on a grey background depicting a lightbulb inside a circular structure, representing project challenges or ideas.

## 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.

## Active Prospecting



**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

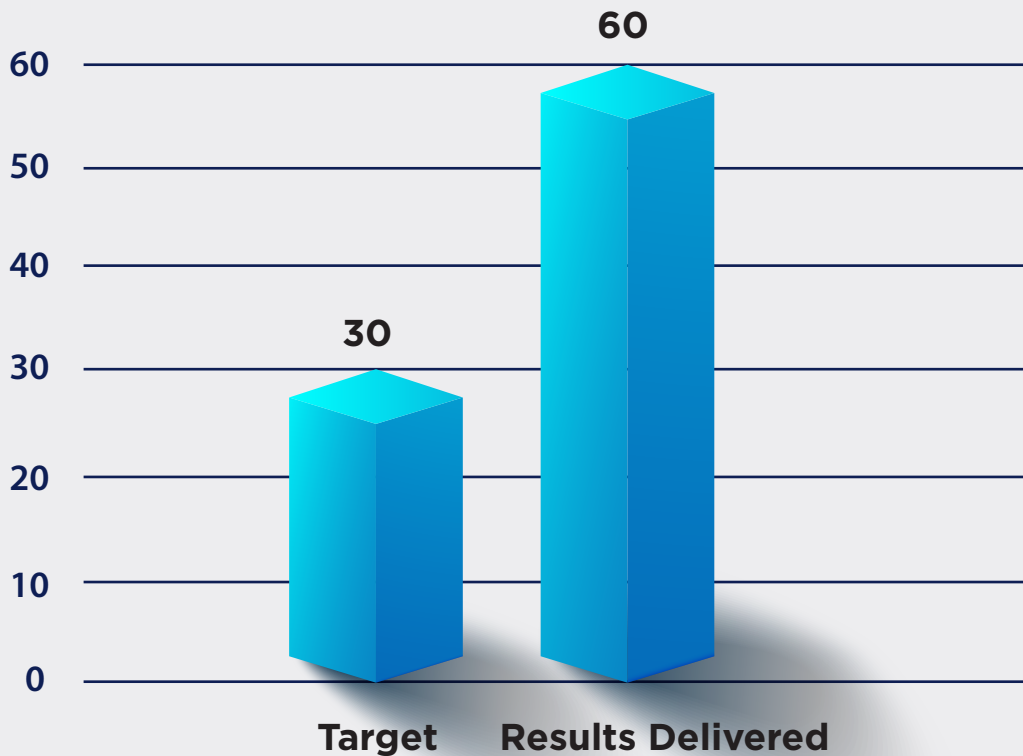
**29**

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

 <b>Global Events</b> (In-person, Virtual, & Hybrid)	 <b>Lead Generation</b>	 <b>Active Prospecting</b> (On-ground Lead Generation)
 <b>Global Contact Discovery Solutions</b>	 <b>Custom Market Research</b>	 <b>Corporate Media Production</b>
 <b>Social Analytics</b>	 <b>Advanced Digital Solutions</b>	

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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